

ABSTRACT OF THE DISCLOSURE
BUSINESS SUPPORT METHOD AND SYSTEM

5 A business support method and system includes a terminal
and a server. The terminal displays marketing activity data
delivered from the server and acquires details of the
marketing activity data; transmits to the server a
calculation request including the details and obtains a
calculation result when the details acquired include certain
10 predetermined items; applies a predetermined calculation
algorithm to the details to obtain a calculation result when
the details do not include the predetermined items; stores
the calculation result obtained at the server or the
calculation result acquired at the terminal in a storage
15 unit in association with the client's identification
information; and displays the calculation result. The server
receives a calculation request including the details from the
terminal, applies a predetermined calculation algorithm to
the details, and returns the obtained calculation result to
20 the terminal.

Figure 1