

Define CS, fit into CC	1. CUSTOMER SEGMENT(S) <div>CS</div>	6. CUSTOMER <div>CC</div>	5. AVAILABLE SOLUTIONS <div>AS</div>	Explore AS, differentiate
	Our proposed model targets retailers to have a track on their stock availability.	Not having knowledge of the available and upcoming demands more over existing solutions are not so far good in intimating the retailer about the stock which is about to get over.	Data from different key performance metrics, which take into account several aspects of the inventory influencing the business and Methodology (such as AUD and MDP) to forecast revenue and discount on the products. Tools (such as RFID and barcodes) to maintain correct records across digital and physical databases.	
Focus on J&P, tap into BE, understand RC	2. JOBS-TO-BE-DONE / PROBLEMS <div>J&amp;P</div>	9. PROBLEM ROOT CAUSE <div>RC</div>	7. BEHAVIOUR <div>BE</div>	Focus on J&P, tap into BE, understand RC
	The problem faced by the retailers is that they do not have any system to record and keep their inventory data. It is difficult for the owner to record the inventory data quickly and safely because they only keep it in the logbook and not properly organized.	Most of the retailers buy stocks which cannot be kept in account or tracked since the stock count is more in number.	Feels so hard to manage the inventory information. By this inventory management system one can manage the whole inventory information and it is time saving.	
Identify strong TR & EM	3. TRIGGERS <div>TR</div>	10. YOUR SOLUTION <div>SL</div>	8. CHANNELS of BEHAVIOUR <div>CH</div>	Extract online & offline CH of BE
	Friends and family who run whole sale shops or markets will be encouraged by this inventory management system.	We aim to design an Inventory Management system which is used to manage the inventory details and aims to save for the future investments. User can track the stocks sold and yet to be sold and can visualize it.	ONLINE  Use websites to gather informationon how to use it.  OFFLINE  Check regularly and intimate the retailer.	
	4. EMOTIONS: BEFORE / AFTER <div>EM</div>			
	Before: tired, fear, forgetful After: Stress free, confident, relief			