

IBM-1269-1658382470

What do they
HEAR?

what friends say
what boss say
what influencers say

PRODUCT
QUALITY
ANALYSIS

ESSAY TO
FIND THE
PRODUCT
SALE

MINI-
MIZING
COST

What do they
THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations

HAVING
SUFFICIENT
SUPPLY

ANALYSE
THE
PURCHASES

CUSTOMER
SATISFACTION

IMPROVE
SALES
FORECASTING

SIMPLIFIES
PROCESS
AND
FACILIATES
GROWTH OF
SALES

INCREASE
CUSTOMER
SATISFACTION

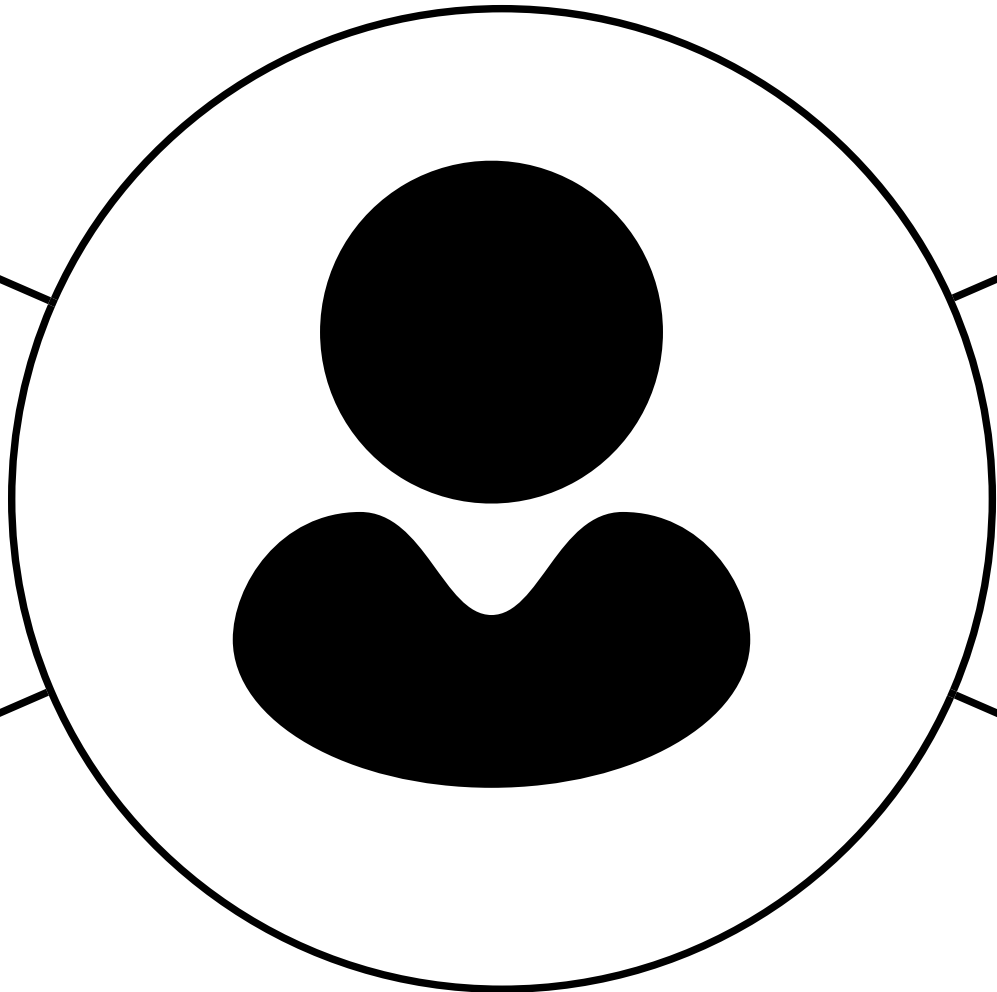
What do they
SEE?

environment
friends
what the market offers

HIGH
QUALITY
OF
PRODUCTS

ON TIME
DELIVERY
OF
STOCKS

DETERMINE
A
PROCEDURE
TO CLEAR
DEAD
STOCKS



What do they
SAY AND DO?

attitude in public
appearance
behavior towards others

SAY - HIGH
QUALITY OF
PRODUCTS

DO - STRUGGLE TO
SCALE DURING
FESTIVE/PEAK
TIMES

SAY - LEGITIMATE
MANUFACTURERS

DO - STRUGGLE TO
MAINTAIN IT

SAY - FEW
UNDOCUMENTED
PROMISES

DO - THEY KEEP
KNOCKING IT

SAY - EXCELLENT
POST SALES
CUSTOMER CARE

DO - VERY POOR
RESPONSES IN
CUSTOMER CARE
()POST SALES

PAIN

fears
frustrations
obstacles

AUTO-
MATION

GAIN

"wants" / needs
measures of success
obstacles

CAPTURING
THE
MARKET

POOR
COMMUNI-
CATION

QUALITY
OF
PRODUCTS

MAKING
GOODS
AVAILABLE

CUSTOMER
SATIS-
FACTION

ON-TIME
DELIVERY

INCREASED
REGULAR
CUSTOMERS

MAINTANINCE
OF
STOCKS

CENTRALIZED
TRACKING OF
INVENTORY

INCREASE
IN SALES

INCREASED
PROFITS