# **PROJECT DESIGN PHASE-1**

# PROBLEM SOLUTION FIT

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DOMAIN NAME	RETAIL AND E-COMMERCE
PROJECT NAME	RETAIL STORE STOCK INVENTORY
	ANALYTICS

# I. CUSTOMER SEGMENT(S)

Who ts your customer?

I.New Retailer 2.0ld Retailer

### 6. CUSTOMER

\\!hat constnunts prevent yourcustomers fromtakmg actK>nor hm1t their choices of solutions? i.e. spendmg power. budget, nocash, network connection. available devices.

LInstallation Cost

- 2. Network requirement
- 3. Skilled employee need

S. AVAILABLE SOLUTIONS Wh1ch solutions are aval.lable tolbe customers when they face the problem

!)People tend to appoint a employee for managing inventory, this method is efficient when the employee is a skilled person. But we cannot avoid human errors. Thus this method is not suitable now a days

solut10ns have? i.e.pen and paper is analternative to d1g1tal notetaking

or need toget the jobdone? What have they tned m the past? What pros &cons dotbese

2) The other solution for managing the inventory is maintaining the inventory in spreadsheets and tally. Though this method is simple to implement, tracking the stocks is difficult.

# 2. JOBS-TO-BE-DONE/ PROBLEMS

Which jobs-10-be-done (or problems) do you address for your customers? There could be more than one; explore different stdes.

- (I) To provide and maintain good customer service
- (2) To smooth the flow of good through the productive Process
- (3) To provide protection against the uncertainties of supply and demand
- (4) To obtain a reasonable utilization of people and equipment.

# 9. PROBLEM ROOT CAUSE

What 1s thereal reason that this problem exists? What is the back storybehind the need to do this Job? 1.e. customers have to dort because of the change mregulations.

Retailer have manage the inventory because of loss due to the overstocking and delayed delivery due to understocking.

### 7. BEHAVIOUR

What does your customer do toaddress the problem and get the JObdone? 1.e. directly related; find the nght solar panel mstaller, calculate usage and benefits; mdirectly associated: customers spend free tuneon volunteering work (1.e. Greenpeace)

- I. Try to ask some help, and overcoming the problem by
- 2. Attending some training so they can improve Sale Technique

# 3. TRIGGERS

What triggerscustomers to act?1.e. seemg therr neighbour 111Slalhngsolar panels, reading about a more efficient solttion mthe news.

The retailer is triggered or inspired by his/her competitor who is earning more profit by using the efficient inventory management system than the manual or inefficient methods

### 4. EMOTIONS: BEFORE / AFRER

How docustomers feel when they face a problemor ajoband afterwards? 1.e. lost, imecure > confident, mcontrol-use 11 m your conunumcat 100 strategy & design.

Stress, Tired, depression, loss > profit, Relish, Comfort

### 10. YOUR SOLUTION

Uyouarework.mg on ancxtshng business, wnte down yourcurrent solut10nfirst.fill in the canvas, and check how much it fits reality.

If you are working on a new business proposition, then keep n blank until you fill mthe canvas and come up w11b a solution that fits withm customer ltm1tations, solvesa problem and matches customer behaviour.

Developing a software that will be able to maintain stocks and purchase, forecast the sales, generate reports in less time

# 8. CHANNELS of BEHAVIOUR

What kindofact, ons do customers take oaline? Extract online channels from #7

Retailers can store all the inventory data to a cloud-based platform. Thus the stock changes are updated dynamically.

What kmd of actions do customers take offlmc? Extract offlme channels from #7and use them for customer dcvck>pmcnt.

Retailer should make sure that the stocks are being constantly monitored in the shop as well as the warehouse. Thus depending on the sales, the products are restocked.





Extract online & offline CH of BE

Explore AS, differentiate

