

Define the Problem Statement

Field	Details
Date	29 July 2025
Team ID	PNT2025TMID13974
Project Name	Cosmetics Store Management System
Maximum Marks	

Problem Statement Framework

1. I am (Customer)

Cosmetics store owners and managers who need to efficiently manage their retail operations, inventory, customer relationships, and sales processes in a competitive beauty market.

Describe the customer and their attributes here:

- Small to medium-sized cosmetics retailers
- Store managers handling multiple operational tasks
- Business owners seeking growth and efficiency
- Staff members managing customer relationships and inventory

2. I'm trying to (Goal)

Streamline my cosmetics store operations and improve customer satisfaction while maximizing sales and maintaining optimal inventory levels.

List the thing they are trying to achieve here:

- Manage product inventory effectively across multiple brands and categories
- Track customer preferences and purchase history
- Process sales transactions efficiently
- Monitor business performance and analytics
- Maintain supplier relationships and reorder processes

3. But (Barrier)

I face significant challenges with fragmented systems and manual processes that create inefficiencies and limit my business growth potential.

Describe the problems or barriers that get in the way here:

- Separate systems for inventory, sales, and customer management
- Manual stock tracking leading to overstocking or stockouts
- Limited visibility into customer buying patterns
- Time-consuming administrative tasks
- Difficulty in generating business reports and insights
- Poor integration between different business processes

4. Because (Reason)

Current traditional retail management systems are not designed for the specific needs of cosmetics stores and lack integration capabilities.

Describe the reason the problems or barriers exist:

- Legacy systems that don't communicate with each other
- Lack of industry-specific features for cosmetics retail
- Limited scalability for growing businesses
- High costs of maintaining multiple separate systems
- Insufficient real-time data access
- Complex product categorization requirements for beauty products

5. Which makes me feel (Emotion)

Frustrated and overwhelmed by the inefficiencies and missed opportunities in my business operations.

Describe the emotions the result from experiencing the problems or barriers:

- Frustrated with daily operational challenges
- Stressed about inventory management and stockouts
- Concerned about losing customers to competitors
- Overwhelmed by manual administrative work
- Anxious about business growth limitations
- Disappointed with lack of actionable business insights

Problem Statement Summary Table

Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	Cosmetics store owner	Manage inventory efficiently	Face stock discrepancies and expiry issues	Manual tracking systems are unreliable	Frustrated and worried about losses
PS-2	Store manager	Provide excellent customer service	Cannot access complete customer history	Customer data is scattered across systems	Helpless and unprofessional
PS-3	Business owner	Grow my cosmetics business	Limited insights into sales patterns	Lack of integrated analytics tools	Stuck and unable to make informed decisions