

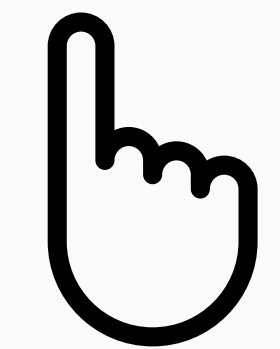


**Supermarket Owner**

  
Thinks

  
Sees

Feels  


Does  


I can't keep losing money, but I also don't want to give away unsold products.

It's hard to predict exactly how many products I'll need each week.

Employees removing expired products from the shelves at the end of the day.

Refrigerators filled with products that haven't sold during the week.

I'm losing products because I can't sell them before they expire.

Fresh products are a risk; they need to sell quickly or they'll be wasted.

Maybe I should change my agreements with suppliers to order fewer perishable products.

Supplier invoices with minimum order requirements for certain products.

Customers ignoring products with discount labels due to near expiration.

Piles of perishable products like fruits, vegetables, and bread, nearing their expiration dates.

Customers always want the best; they won't buy something that looks like it's lower quality.

Frustration: because valuable products aren't being sold in time.

Stress: from managing daily inventory without effective results.

Helplessness: seeing customers ignore discounted products.

Reduces weekly orders for products that have accumulated in excess.

Instructs staff to move near-expiry products to more visible areas.

Concern: about the economic impact of constant losses.

Uncertainty: about how to improve the flow of perishable products without drastically reducing stock.