

Define CS, fit into CC	1. CUSTOMER SEGMENT(S) CS <ul style="list-style-type: none"> * the process of separating customers into groups on the basis of their shared behavior or other attributes. * The groups should be homogeneous within themselves and should also be heterogeneous to each other. 	6. CUSTOMER CONSTRAINTS CC <ul style="list-style-type: none"> * Data Storage * Order management * Faster accessibility 	5. AVAILABLE SOLUTIONS AS <ul style="list-style-type: none"> * Rodrigo Arcentales Carrion University of Cuenca Early 2021 * Hooro enables Retail Shelf Analytics (2017) 	Explore AS, differentiate	
	2. JOBS-TO-BE-DONE / PROBLEMS J&P <ul style="list-style-type: none"> * Inefficient Warehouse Management * Unclear Communication * Inadequate Access * Overselling Spoiled Goods 	9. PROBLEM ROOT/ CAUSE RC <ul style="list-style-type: none"> * Transparency * Stock Auditing * Demand Forecasting * Go paperless * centralised monitoring 	7. BEHAVIOUR BE <ul style="list-style-type: none"> * • Habitual buying behaviour * Variety-seeking behaviour * Dissonance-reducing buying behaviour * Complex buying behaviour 		Focus on J&P, tap into C
	3. TRIGGERS TR <ul style="list-style-type: none"> * Inventory Loss * Spoiled goods * Poor production plans 	10. YOUR SOLUTION SL <ul style="list-style-type: none"> * Turn "out of stock" into "in stock" * Placing order automatically via mail * Avoiding lost inventory * Display the no of Results UP Front 	8. CHANNELS of BEHAVIOUR CH <div>8.1 ONLINE</div> <ul style="list-style-type: none"> * improved judgement * Improved commercial discussions * Stock control results in significant cost reductions <div>8.2 OFFLINE</div> <ul style="list-style-type: none"> * managing orders * stock-level conditions 		
4. EMOTIONS EM <div>Before:</div> <ul style="list-style-type: none"> * Stressful * Uncomfortable doing it manual <div>After:</div> <ul style="list-style-type: none"> * Relieved * Comfortable with the software 					