2. JOBS-TO-BE-DONE / PROBLEMS * Daily transport cost

J&P

9. PROBLEM ROOT CAUSE



7. BEHAVIOUR

 \mathbf{BE}

Focus on J&P, tap into BE, understand RC

Extract online & offline CH of BE

- * Finding warehouse for stocking
- * Rice in price based on

- * Lack of Knowledge and Time on Inventory Management
- * Sudden Raise in Demand for a Particular Product May Cause Insufficiency
- * Lack of Proper Capital
- * Underestimating Costs of Overheads

* Under Stock and Over Stock

* Automatic Recording System

3. TRIGGERS

- * Finding about new management ways in internet ways in internet
- * Wastage of vegetables
- * Less sale

TR10. YOUR SOLUTION



Ana and predict the up and down downs in the market by previous years statics which will help us to make alternative changes

* Analysis the year wise climatic changes which will determine cost of the vegetables and help us to buy at low price

8. CHANNELS of BEHAVIOUR



- 8.1 ONLINE
- * Advertise on social platforms
- * Partner with complementary brands
- * Advertise with financial influencers to spread awareness and promote retail store

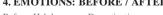
4. EMOTIONS: BEFORE / AFTER

Before: Helpless ness, Demotivation



8.2 OFFLINE

- * Word to campaigns
- * Genuine relationships with current and potentials clients then face-to-face interactions
- * Customer can create some contacts in their surroundings that might help in Building trust among people which helps their business



After: Happy and Confidence



