

INVENTORY MANAGEMENT SYSTEM FOR RETAILERS

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Problem-Solution Fit

Define CS, fit into CL	1. CUSTOMER SEGMENT(S) CS <ul style="list-style-type: none"> Retailers, manufacturers, distributors who are struggling to managing and maintaining inventory to optimize their warehouse and notify the unavailability of stocks 	6. CUSTOMER LIMITATIONS CL <small>EG. BUDGET, DEVICES</small> <ul style="list-style-type: none"> Stock availability Total number of orders placed Delay in delivery Network restrictions 	5. AVAILABLE SOLUTIONS AS <small>PROS & CONS</small> <ul style="list-style-type: none"> Maintain the record of the stocks Forecast demand Plan production and distribution 	Explore AS, differentiate
Focus on PR, tap into BE, understand RC	2. PROBLEMS / PAINS + ITS FREQUENCY PR <ul style="list-style-type: none"> Avoid overstocking Selling expired stock Poor demand forecasting Management of the inventory 	9. PROBLEM ROOT / CAUSE RC <ul style="list-style-type: none"> Time consuming manual work prone to error Improper import of a product Poor UX & UI Proper maintenance of inventory 	7. BEHAVIOR + ITS INTENSITY BE <ul style="list-style-type: none"> Enquire the retailers in the neighborhood Provides better customer service through fast delivery and less shipping cost Consumes more time for checking the stock of a product 	Focus on PR, tap into BE, understand RC
Identify strong TR & EM	3. TRIGGERS TO ACT TR <ul style="list-style-type: none"> Difficulty in maintaining huge number of stocks[products] 4. EMOTIONS EM <small>BEFORE / AFTER</small> <ul style="list-style-type: none"> Before: difficult to keep tracks of stock availability After: easy to maintain and know the stocks to be inadequate or adequate 	10. YOUR SOLUTION SL <ul style="list-style-type: none"> Creating an Inventory Management System for Retailers on a cloud based environments, where the stock details are stored in a online database platform. Tracks the real-time inventory and alerts the retailers when a stock going to be unavailable through email or SMS 	8. CHANNELS of BEHAVIOR CH <div> ONLINE <ul style="list-style-type: none"> Since it is a cloud based inventory management system it is easy to access anywhere. </div> <div> OFFLINE <ul style="list-style-type: none"> SMS notifications Creating awareness among the retailers </div>	Extract online & offline CH of BE