Says

What have we heard them say? What can we magine them saying?

> To understand about the retail store inventory metrics.

The smartest method to reduce the work load and to increase the rate of accuracy in calculations.

To identify slow moving products via inventory turnover radio and to set low stock alerts.

A brilliant way to know and learn about the trending seasonal sales.



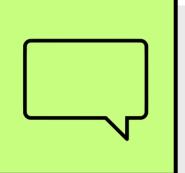
What are their wants, needs, hopes, and dreams? What other thoughts might influence their behavior?

Retail is one of the important public service sector which is very vital for daily lives.

Best retailing practice will also bring a healthy competitive environment.

In the absence of retailer, buying of goods directly from factory outlets is not practically possible in modern times.

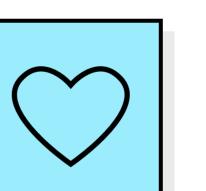
> Retail therapy is actually real, where research have proved that retail therapy uplift the customer mood and sometimes convince them to buy an unplanned product







Retailers



An effective inventory system is absolutely error free and no chance of miscalculations.

Modern inventory system is always user friendly in both product delivery and customer service aspects.

Need of careful purchasing and receiving outline.

Use of past sales performance data and to check inventory values regularly.

Can observe The effectiveness and responsiveness of the current inventory system comparatively.

The market offers many IM software tools to facilitate the retailers few of which are HDPOS, Shoper 9 and Primasellar etc.

Feels

What are their fears, frustrations, and anxieties? What other feelings might influence their behavior?

Pain

Does

Possibility of poor tracking and lack of transparency.

What behavior have we observed?

What can we imagine them doing?

Pen and paper recording keeping system was not reliable and no centralized database for record sharing purpose.

Limited access and tight reign on inventory is not helpful.

It helps companies to cut expenses by minimizing the number of needless products and materials in storage.

Helps to make effective utilization of working capital by avoiding its blockage in excess inventory

It increases the efficiency since it allows many automated inventory tasks like collecting data and calculating the cost.

Gain