**Project Title:**

**Project Design Phase-I - Solution Fit**

**Team ID:** PNT2022TMID16711

Inventory Management System for Retailers

Define CS, fit into CC

Explore AS, differentiate

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

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

### 1. CUSTOMER SEGMENT(S)

CS

Who is your customer?
i.e. working parents of 0-5 y.o. kids

The customers of this project are retailers who would like to have their inventory managed automatically

### 6. CUSTOMER CONSTRAINTS

CC

What constraints prevent your customers from taking action or limit their choices of solutions? i.e. spending power, budget, no cash, network connection, available devices.

- Budget
- Reliability
- Network Connection

### 5. AVAILABLE SOLUTIONS

AS

Which solutions are available to the customers when they face the problem

or need to get the job done? What have they tried in the past? What pros & cons do these solutions have? i.e. pen and paper is an alternative to digital notetaking

Retailers can manage their inventory manually.

### 2. JOBS-TO-BE-DONE / PROBLEMS

J&P

Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.

- Alerting the retailer via Email when there is out of stock to meet the customer demands.
- Providing cost-effective scalable management of stocks with less maintenance.

### 9. PROBLEM ROOT CAUSE

RC

What is the real reason that this problem exists? What is the back story behind the need to do this job?
i.e. customers have to do it because of the change in regulations.

Manually managing the stocks leads to human error and may fail to meet customer demands as it is unscalable

### 7. BEHAVIOUR

BE

What does your customer do to address the problem and get the job done?

i.e. directly related: find the right solar panel installer, calculate usage and benefits; indirectly associated: customers spend free

As the number of stocks increases,Number of staffs managing the inventory can be increased to provide scalability.

Identify

### 3. TRIGGERS

TR

What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.

- Seeing other retailers move to a more efficient solution.
- Learning that softwares are more economical and scalable than managing manually.

### 4. EMOTIONS: BEFORE / AFTER

EM

How do customers feel when they face a problem or a job and afterwards?
i.e. lost, insecure > confident, in control - use it in your communication strategy & design.

Before:

- Retailers might be frustrated that the existing manual method incurs more cost in terms of time and effort and also worried the human prone errors.
- Retailers might not be able to completely focus on the business growth.

After:

- Retailers need no staff for stock management which saves money and thus making them happy.
- No human prone errors and retailers alert that where is there out of stock making them focus on the main business functions and thus making retailers more confident about the success of their business.

### 10. YOUR SOLUTION

SL

If you are working on an existing business, write down your current solution first, fill in the canvas, and check how much it fits reality.
If you are working on a new business proposition, then keep it blank until you fill in the canvas and come up with a solution that fits within customer limitations, solves a problem and matches customer behaviour.

- A cloud hoster inventory management system which is highly scalable and can be accessed by the retailers to manage their stock effectively.
- Retailers need to create an account in the system and then can login to update their inventory details.
- All so users will be able to add new stocks by submitting essential details related to the stocks.
- They can view details of the current inventory.
- The system will send an Email alert to the retailers if there is no stock found in their accounts, so that they can order new stocks.

### 8. CHANNELS of BEHAVIOUR

CH

#### 8.1 ONLINE

What kind of actions do customers take online? Extract online channels from #7

- To manage the stocks ,retailers can hire staff by using the social media for advertising
- Can search for effective ideas/techniques to manage the stocks and to reduce human error in management.

#### 8.2 OFFLINE

What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.

- Can hire more staffs by using posters for advertising
- Can get help from other retailers nearby to effectively manage more stocks without incurring much cost and maintenance.