

Define CS, fit into CC	1.CUSTOMER SEGMENT(S) CS Who is your customer ? The customer here is “Super Market Owner”	6.CUSTOMER CONSTRAINTS CC What constraints prevent your customers from taking action or limit their solutions? Lack of business management skills, retail capabilities and access to finance. Expenditure capacity , Having minimal or no cash , risk component to some level.	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 and cons do these solutions have? Make Them Feel Heard. Make Their Time Worthwhile. Make it a Fair Deal. Make it Better with a Little Extra. This makes customers feel like they are part of the solution. After making the pledged improvements, send an email their way to let them know it's been taken care of.	Explore AS, differentiate
	2. JOBS-TO-BE-DONE / PROBLEMS J&P Which jobs-to-be-done(or problems) do you address for your customers ? 1. Too many products, difficult to manage 2. Payment is slow and takes longer when it is crowded. 3 Goods are available or out of stock, easy to lose 4. Hard to track the sales whether it's profit or lose.	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? People believe it will be challenging and expensive to manage the software for maintaining an inventory through a digital form. People believe that demand fluctuations cannot be foreseen in advance.	7. BEHAVIOUR BE What does your customer do to address the problem and get the job done ? Customers attempt the interface to fix the issue. They discontinue utilising something if they find it to be difficult or insufficiently effective. By participating in seminars and workshops where an efficient inventory management strategy will be presented, they will indirectly be associated.	
Identify strong TR & EM	3. TRIGGERS TR What triggers customers to act? By observing the massive stock loss brought on by lower sales. By reading on the internet about creative management concepts	10. YOUR SOLUTION SL The current sales demands will be identified by analysing the previous year's sales, which will help to design a successful strategy. We can make the required modifications if we keep an eye on the market and use historical statistics to forecast its ups and downs. It will be easier for us to prevent these emergencies if we have a strategy for keeping the stocks in a warehouse.	8. CHANNELS OF BEHAVIOUR CH ONLINE What kind of actions do customers take online? To raise awareness and promote it, use financial influencers in your advertising.	Identify strong TR & EM
	4. EMOTIONS: BEFORE / AFTER EM How do customers feel when they face a problem or a job and afterwards? Annoyance , Frustrated , Demotivated , Inability Satisfied, assurance, peace of mind , Relaxed , Happy , Confident , Motivated		OFFLINE What kind of actions do customers take offline? To develop certain trustworthy items in business, a person who works should make some social connections in his or her community.	

