

|                                                          |                                                                                                                                                                                                                                                                                                                                                                                     |                                                                                                                                                                                                                                                                                            |                                                                                                                                                                                                                                                                                                                                                                                     |                                   |                                         |
|----------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------|-----------------------------------------|
| Define CS, fit into CL                                   | <b>1. CUSTOMER SEGMENT(S)</b> <span>CS</span><br><p>There is a wealth of insight and education on the products your business is processing and providing to be found in tracking these goods. The success of your ad campaigns and even the response your target demographic is giving specific products can also be tracked by placing special tags on elements of your stock.</p> | <b>6. CUSTOMER LIMITATIONS</b> <span>CL</span> <small>EG. BUDGET, DEVICES</small><br><ul style="list-style-type: none"> <li>Inconsistent tracking.</li> <li>Incomplete data.</li> <li>Changing demand.</li> <li>Supply chain complexity.</li> <li>Insufficient order management</li> </ul> | <b>5. AVAILABLE SOLUTIONS</b> <span>AS</span> <small>PLUSES &amp; MINUSES</small><br><ul style="list-style-type: none"> <li><a href="https://mybillbook.in/inventory-management-software">https://mybillbook.in/inventory-management-software</a></li> <li><a href="https://www.zoho.com/in/inventory/">https://www.zoho.com/in/inventory/</a></li> </ul>                           | Explore AS, differentiate         |                                         |
|                                                          | <b>2. PROBLEMS / PAINS + ITS FREQUENCY</b> <span>PR</span><br><ul style="list-style-type: none"> <li>Inconsistent Tracking</li> <li>Warehouse Efficiency</li> <li>Inaccurate Data</li> <li>Changing Demand</li> <li>Limited Visibility</li> <li>Manual Documentation</li> </ul>                                                                                                     | <b>9. PROBLEM ROOT / CAUSE</b> <span>RC</span><br><ul style="list-style-type: none"> <li>Centralized Tracking</li> <li>Transparent Performance</li> <li>Stock Auditing</li> <li>Demand Forecasting</li> <li>Add Imagery</li> <li>Go Paperless</li> </ul>                                   | <b>7. BEHAVIOR + ITS INTENSITY</b> <span>BE</span><br><ul style="list-style-type: none"> <li>Habitual buying behavior</li> <li>Variety-seeking behavior</li> <li>Dissonance-reducing buying behavior</li> <li>Complex buying behavior</li> </ul>                                                                                                                                    |                                   | Focus on PR, tap into BE, understand RC |
| Identify strong TR & EM                                  | <b>3. TRIGGERS TO ACT</b> <span>TR</span><br><ul style="list-style-type: none"> <li>Poor Production Planning</li> <li>Inventory Loss</li> <li>Overstocking</li> <li>Expanding Product Portfolios</li> </ul>                                                                                                                                                                         | <b>10. YOUR SOLUTION</b> <span>SL</span><br><p>By managing inventory, retailers meet customer demand without running out of stock or carrying excess supply</p>                                                                                                                            | <b>8. CHANNELS of BEHAVIOR</b> <span>CH</span><br><p><b>ONLINE</b></p> <ul style="list-style-type: none"> <li>Improved decision making</li> <li>Better business negotiations</li> <li>Significant savings from stock control</li> </ul> <p><b>OFFLINE</b></p> <ul style="list-style-type: none"> <li>GPS TRACKING</li> <li>order management</li> <li>states of inventory</li> </ul> | Extract online & offline CH of BE |                                         |
|                                                          | <b>4. EMOTIONS</b> <span>EM</span> <small>BEFORE / AFTER</small><br><table border="0"> <tr> <td>BEFORE</td> <td>AFTER</td> </tr> <tr> <td> <ul style="list-style-type: none"> <li>Stress</li> </ul> </td> <td> <ul style="list-style-type: none"> <li>Relief</li> <li>confidence about softwafre</li> </ul> </td> </tr> </table>                                                    |                                                                                                                                                                                                                                                                                            | BEFORE                                                                                                                                                                                                                                                                                                                                                                              |                                   | AFTER                                   |
| BEFORE                                                   | AFTER                                                                                                                                                                                                                                                                                                                                                                               |                                                                                                                                                                                                                                                                                            |                                                                                                                                                                                                                                                                                                                                                                                     |                                   |                                         |
| <ul style="list-style-type: none"> <li>Stress</li> </ul> | <ul style="list-style-type: none"> <li>Relief</li> <li>confidence about softwafre</li> </ul>                                                                                                                                                                                                                                                                                        |                                                                                                                                                                                                                                                                                            |                                                                                                                                                                                                                                                                                                                                                                                     |                                   |                                         |