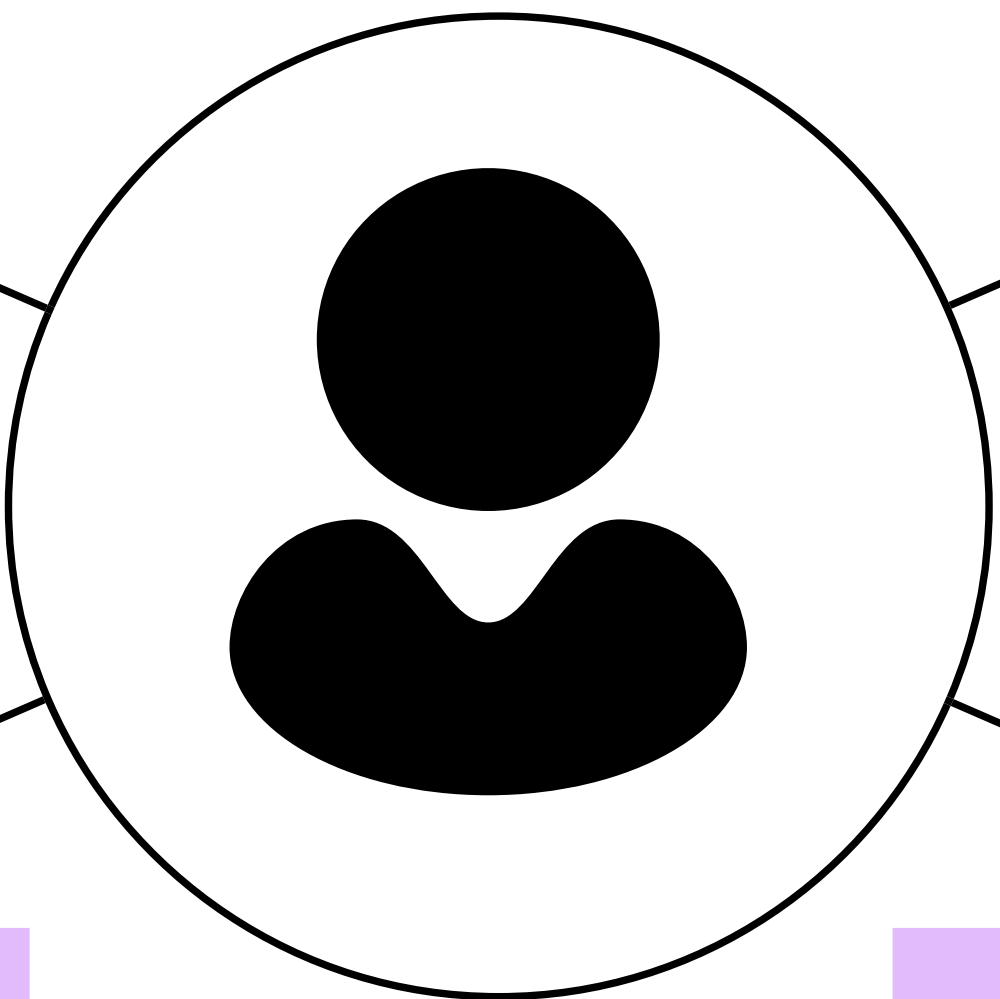


*What do they*  
**THINK AND FEEL?**

what really counts  
major preoccupations  
worries & aspirations



*What do they*  
**SAY AND DO?**

attitude in public  
appearance  
behavior towards others

*What do they*  
**SEE?**

environment  
friends  
what the market offers

*What do they*  
**HEAR?**

what friends say  
what boss say  
what influencers say

Stock  
maintainanace

Better  
inventory  
accuracy

Reduce risk  
of  
overselling

Avoids  
stock-out  
and excess  
stock

Protects the  
com-any from  
fluctuation in  
demand of its  
product

Minimise the  
blockage of  
financial  
resources

Better terms  
with vendors  
and suppliers

More  
productivity  
and increased  
profit

Manage  
seasonal  
items  
throughout  
the year

Deal with  
sudden  
demand or  
market  
change

Improve sales  
strategies  
using real-life  
data

Ensure  
maximum  
resource  
efficiency

Proper  
warning of  
shortage

Cost  
savings

Easy to  
maintain,  
manage,  
accumulate  
stocks.

Tracks sales  
and goods  
efficiency

**PAIN**

fears  
frustrations  
obstacles

Changing  
demand

Warehouse  
efficiency

Manual  
documentation

Supply  
chain  
complexity

**GAIN**

"wants" / needs  
measures of success  
obstacles

Saves  
time

improves  
customer  
service

Reduce  
cost

improves  
business  
planning