

Define CS, fit into CC	1. CUSTOMER SEGMENT(S) CS Who is your customer? Everyone has different shopping preferences, which may vary by product type or time of day. Loyal Customers, Discount Customers, Impulse Customers, Need-Based Customers, Wandering Customer.	6. CUSTOMER CONSTRAINTS CC What constraints prevent your customers from taking action or limit their choices of solutions? <ul style="list-style-type: none"> ✓ Limits on raw materials ✓ Machine capacity ✓ Workforce capacity ✓ Inventory investment ✓ Storage space ✓ The total number of orders placed 	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? <ul style="list-style-type: none"> ✓ Inventory Control ✓ Inventory Optimization ✓ Order Management ✓ Supply Chain Management ✓ Warehouse Management 	Explore AS, differentiate

Focus on J&P, tap into BE, understand RC	2. JOBS-TO-BE-DONE / PROBLEMS J&P Which jobs-to-be-done (or problems) do you address for your customers? One of the most common challenges to sound inventory management is preventing the overselling of products and running out of inventory. Using historical and seasonal data trends can help you accurately predict	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? <ul style="list-style-type: none"> ✓ High cost of inventory ✓ Consistent stockouts ✓ Low rate of inventory turnover ✓ High amount of obsolete inventory ✓ High amount of working capital ✓ High cost of storage ✓ Spreadsheet data entry errors 	7. BEHAVIOUR BE What does your customer do to address the problem and get the job done? <ul style="list-style-type: none"> ✓ Current inventory levels ✓ Outstanding purchase orders ✓ Historical trendlines ✓ Forecasting period requirements ✓ Expected demand and seasonality ✓ Maximum possible stock levels ✓ Sales trends and velocity ✓ Customer response to specific products 	Focus on J&P, tap into BE, understand RC

Identify strong TR & EM

3. TRIGGER

What triggers customers to act?

✓ Customer friendly

✓ Easy to access

✓ Seeing other retailers growths and improvement through Inventory management.

✓ Customer satisfaction

4.Emotions:Before/After

s.no	Emotions	Before	After
1	Accuracy	Less	More
2	productivity	Slower	Faster
3	Labor intensivity	More	Less
4	Growth & profit	Less	More
5	Satisfication	Less	More

10. YOUR SOLUTION

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Inventory management is vital for retailers because the practice helps them increase profits. They are more likely to have enough inventory to capture every possible sale while avoiding overstock minimizing expenses.

8. CHANNELS of BEHAVIOUR

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8.1 ONLINE

A cloud-based software systems, online inventory management provides organisations with a digitised, logical and systematic process to control the inward at outward flow of inventory stock.

8.2 OFFLINE

Yes. Retail core software can work fully offline. At present hybrid version of Retail Core Software is not available using which you can operate same software online (cloud) and offline (desktop) .You can either get Retail Core as fully one software or fully offline software.

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