

## Project Design Phase-I


### Problem – Solution Fit Template

Date	19 September 2022
Team ID	PNT2022TMID17895
Project Name	Project - Retail Store Stock Inventory Analysis
Maximum Marks	2 Marks

**Problem-Solution fit canvas 2.0**

Purpose / Vision

Define CS, fit into CC	<b>1. CUSTOMER SEGMENT(S)</b> <span>CS</span>  Who is your customer? The customer here is a "Retailer".	<b>6. CUSTOMER CONSTRAINTS</b> <span>CC</span>  <ul style="list-style-type: none"> <li>Maintaining customer loyalty</li> <li>Concerns about security of data</li> <li>Evolving customer expectations</li> <li>Effects due to Understock and Overstock</li> </ul>	<b>5. AVAILABLE SOLUTIONS</b> <span>AS</span>  <ul style="list-style-type: none"> <li>Auto stock updation</li> <li>The sudden changes in demand which is directly proportional to the price surge can be identified and stocked accordingly</li> </ul>	Explore AS, differentiate
	<b>2. JOBS-TO-BE-DONE / PROBLEMS</b> <span>J&amp;P</span> <ul style="list-style-type: none"> <li>Grant of credit</li> <li>Sudden surge in prices based on demands</li> <li>Frequent cleansing of warehouse</li> <li>Delivering quality products</li> </ul>	<b>9. PROBLEM ROOT CAUSE</b> <span>RC</span> <ul style="list-style-type: none"> <li>Lack of Knowledge and time on inventory management.</li> <li>Sudden raise in demand for a particular product may cause insufficiency</li> <li>Lack of proper capital</li> <li>Underestimating costs of overheads</li> </ul>	<b>7. BEHAVIOUR</b> <span>BE</span> <ul style="list-style-type: none"> <li>Overstocking / understocking</li> <li>High demand inventory management using cycle counting data</li> <li>Automatic reordering points</li> <li>Inventory management system with sophisticated demand forecast</li> </ul>	
Identify strong TR & EM	<b>3. TRIGGERS</b> <span>TR</span> <ul style="list-style-type: none"> <li>Expire date notification with dynamic discount recommendation.</li> <li>credit point based.</li> </ul>	<b>10. YOUR SOLUTION</b> <span>SL</span> <ul style="list-style-type: none"> <li>Periodic generation of inventory reports to enhance the stock rotation.</li> <li>Prediction based sales history for seasonal on-demand.</li> <li>Automatic determination of goods and service taxes.</li> </ul>	<b>8. CHANNELS of BEHAVIOUR</b> <span>CH</span> <b>8.1 ONLINE</b> <ul style="list-style-type: none"> <li>Advertise on social platforms</li> <li>Partner with complementary brands</li> <li>Advertise with financial influencers to spread awareness and promote retail store.</li> </ul>	Extract online & offline CH of BE
	<b>4. EMOTIONS: BEFORE / AFTER</b> <span>EM</span> Frustration, Helpless, Demotivated Satisfaction, Confidence, Calm state of mind.		<b>8.2 OFFLINE</b> <ul style="list-style-type: none"> <li>Word of mouth campaigns</li> <li>Genuine relationships with current and potential clients then face-to-face interaction.</li> <li>Customers can create some contacts in their surroundings that might helps in building trust among people which helps in their business.</li> </ul>	


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