

# PROBLEM SOLUTION FIT

## 1.customer segments

The customer here is a “Clothes shop owner”

## 2. Problems / Pains

- Changes according to the season
- Transportation costs for home delivery and managing the clothes stock
- Restocking
- Urge in prices and discounts

## 3. TRIGGERS TO ACT

- Seeing how customers react on the trend of clothes
- Managing stocks by seeing innovative ideas through internet

## 4.EMOTIONS

- Customer satisfaction, calm state of mind
- Or frustration and dissatisfaction

## 5.Limitations of customer

No cash in pocket, risk ,bargain

## 6.Problem root cause

People think managing an inventory through digital form will be difficult and managing software too can costs too much money

People kept their mindset that increase / decrease in demand can affect the prices

## 7.Behavior

Indirectly related to them attending workshops where an effective inventory management technique will share information about

## 8.Channels of Behavior

### ONLINE

Advertise financial influencers

### OFFLINE

Person who belongs to work should have good social contact and probably training to be given as such in order to have a good sale

## 9.SOLUTION

Analyzing previous years stock and managing through climatic changes and fashion and trends. giving the customer the satisfied solution and need required for the customer

