



Identify strong TR & EM	<b>3. TRIGGERS</b> <span>TR</span> <ul style="list-style-type: none"> <li>✚ Giving Precautions and warning.</li> <li>✚ Improving the fire management system</li> <li>✚ Educating the fire management system</li> </ul>	<b>10. YOUR SOLUTION</b> <span>SL</span> <ul style="list-style-type: none"> <li>✚ To improve the safety management system in industries. Improving the safety management system against the fire incidents in industries.</li> </ul>	<b>8. CHANNELS of BEHAVIOUR</b> <p>Online:</p> <ul style="list-style-type: none"> <li>✚ To provide an indication about fire cause through the message (SMS) and sharing the location through the customer</li> </ul>	Identify strong TR & EM
	<b>4. EMOTIONS: BEFORE / AFTER</b> <span>EM</span> <p>Before:</p> <ul style="list-style-type: none"> <li>✚ Difficult to prevent the fire incidents in advance</li> <li>✚ Loss of resources</li> <li>✚ Larger reduction labour due to fire hazards</li> </ul> <p>After:</p> <ul style="list-style-type: none"> <li>✚ Early preventions</li> <li>✚ Industries resource</li> <li>✚ Reduction of manpower</li> <li>✚ Fire causes</li> </ul>			