

Define CS, fit into CC	1. CUSTOMER SEGMENT(S) Retailers <div>CS</div>	6. CUSTOMER CONSTRAINTS <div>CC</div> <div>1.Unlimited inventory stocks 2.Inventory investment 3.Storage place 4.Workspace Capacity</div>	5. AVAILABLE SOLUTIONS Using Inventory management software is one of the available solutions for the customer Pros: 1.Saves cost and time 2.Increased Efficiency 3.Warehouse organization 4.Data security 5.Minimizes losses Cons: 1.Management software is expensive 2.Complexity <div>AS</div>	Explore AS, differentiate

Focus on J&P, tap into BE, understand RC	2. JOBS-TO-BE-DONE / PROBLEMS ->Lack of Inventory Visibility ->Inefficient Inventory Management process or software ->Identifying incorrectly located materials ->Managing inventory wastes and defects	9. PROBLEM ROOT CAUSE The primary purpose of inventory management is to ensure there is enough goods or materials to meet demand without creating overstock or excess inventory <div>RC</div>	7. BEHAVIOUR Inventory management refers to process of ordering,storing,using,and selling of company's inventory.This includes the management of raw materials,components,and finished products as well as warehousing and processing of such items. <div>BE</div>	Focus on J&P, tap into BE, understand RC

<div>3. TRIGGERS TR</div> <div>Advertising the inventory management system triggers customer to act.</div>	<div>10. YOUR SOLUTION SL</div> <div>1. Centralized tracking of inventory resources 2. Transparent performance 3. Demand forecasting 4. Preventive control 5. Multi location warehousing</div>	<div>8. CHANNELS of BEHAVIOUR CH</div> <div>8.1 ONLINE Customer needs to order for the stocks they want at inventory management software in online</div> <div>8.2 OFFLINE Customer has to receive the ordered stocks in offline</div>
<div>4. EMOTIONS: BEFORE / AFTER EM</div> <div>Customer feel very ease and flexible while managing available stocks after using Inventory Management System for their business</div>		