

Define CS, fit into	1. CUSTOMER CONSTRAINS CS <ul style="list-style-type: none"> Industrialist Employees 	6. CUSTOMER LIMITATIONS CC <ul style="list-style-type: none"> Sustainability Budget Quality 	5. AVAILABLE SOLUTIONS AS <ul style="list-style-type: none"> Continuous monitoring Fast SMS Fire alarm system 	Explore AS, Focus on J&P, tap into BE, understand
	2. PROBLEMS J&P <ul style="list-style-type: none"> Loss of lives Fire burns Toxic gas emission 	9. PROBLEM ROOT / CAUSE RC <ul style="list-style-type: none"> Heat Fuel Friction 	7. BEHAVIORS BE <ul style="list-style-type: none"> Sprinklers Emergency helpline Fire station 	

Identify strong TR & EM	3. TRIGGERS TR <ul style="list-style-type: none"> Match box Lighters 	10. YOUR SOLUTION SL <ul style="list-style-type: none"> Regular maintenance Continuous monitoring Basic safety methods Clean environment 	8. C8. CHANNELS OF BEHAVIOR CH <p>ONLINE :</p> <ul style="list-style-type: none"> Emergency number <p>OFFLINE :</p> <ul style="list-style-type: none"> First aid 	Extract online & offline CH of
	4. EMOTIONS <ul style="list-style-type: none"> Scared Fearful 			