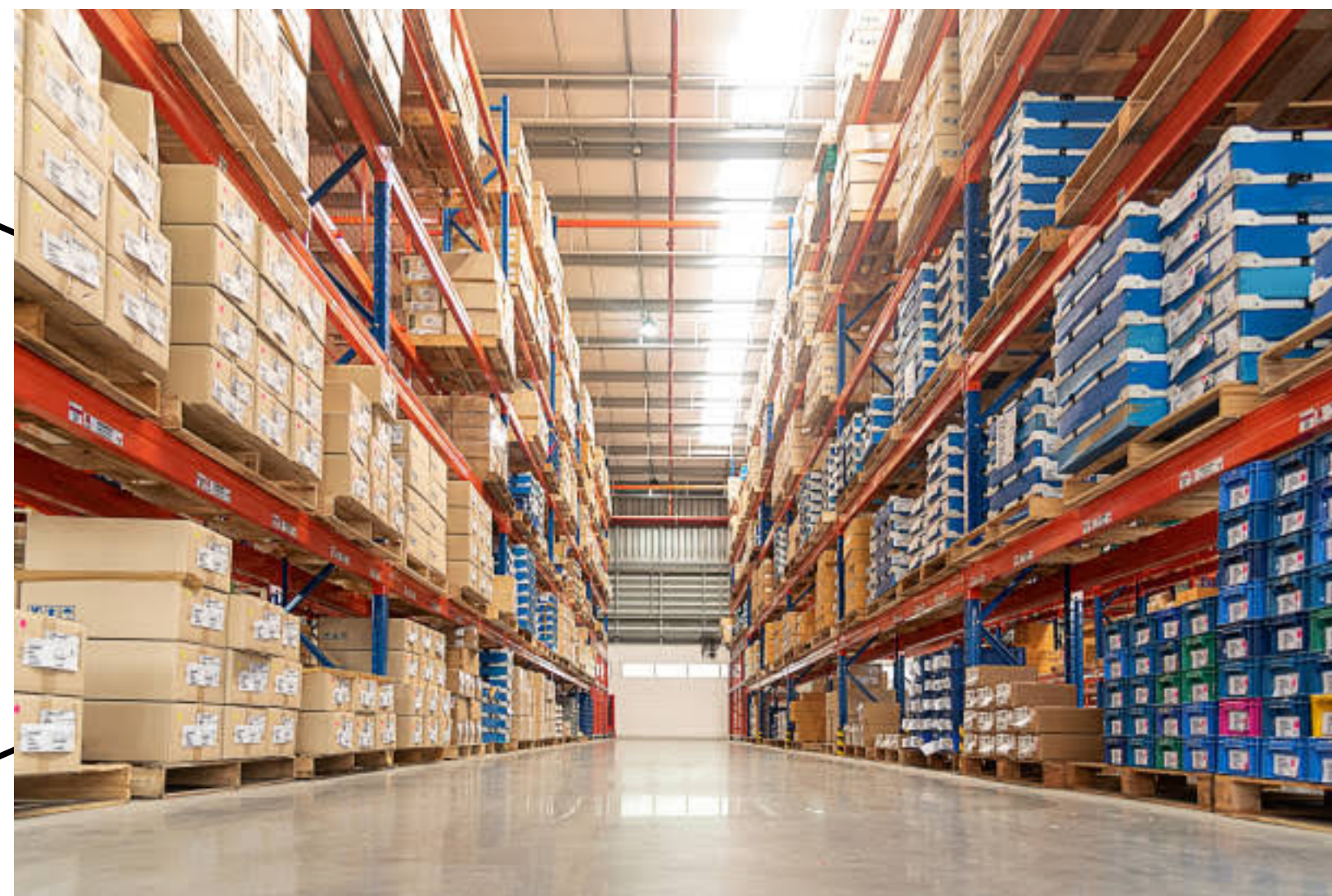


What do they
THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations



What do they
HEAR?

what friends say
what boss say
what influencers say

A person is for
maintaining
stock
inventory

make notes
for product
discount

lifetime of
the product

manual
entries for
stock

person
assigned for
inventory
related task

What do they
SAY AND DO?

attitude in public
appearance
behavior towards others

What do they
SEE?

environment
friends
what the market offers

Lowest price
and
inexpensive?

Tracking
Sales?

Better
quality

PAIN

fears
frustrations
obstacles

unsafe

How cost of
the
software

Much
obstacles

GAIN

"wants" / needs
measures of success
obstacles

Achieve
maximum
efficiency with
inventory
support

Independent
to be an
Entrepreneur

greater
vision of the
project