



## What do they THINK AND FEEL?

what really counts  
major preoccupations  
worries & aspirations

View details  
of the  
current  
inventory

Help retailers  
track and  
manage stock

Happier  
customers, More  
sales.

Send an email  
alert to the  
retailers if  
there is no  
stack

## What do they SEE?

environment  
friends  
what the market offers

## What do they SAY AND DO?

attitude in public  
appearance  
behavior towards others

capture every  
possible sale  
avoiding  
overstock

Create a  
stock  
receiving  
procedure

Solution for  
changing  
seasons  
affect sales

Solution with  
real time data  
backup and  
automated  
inventory  
updates

## What do they HEAR?

what friends say  
what boss say  
what influencers say

## PAIN

fears  
frustrations  
obstacles

Poor stock  
management  
increases  
cost

Expensive  
for small  
businesses

## GAIN

"wants" / needs  
measures of success  
obstacles

Easy report  
generation

Better  
customer  
experience