Store managers in need to

Inventory control specialists

keep their profits stable

who want to know the

Loyal customers

correct inventory count

AS

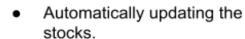
1. CUSTOMER SEGMENT(S)



CS

- Insufficient capita
 - Insufficient capital
- Lack of awareness in technology
- Customers increasing demands
- Tracking of product inventory

5. AVAILABLE SOLUTIONS



- Sudden changes in demands can be sorted out with visualization techniques
- Customers assign a managing assistant to overview the stock.

2. JOBS-TO-BE-DONE / PROBLEMS



- Periodic changes according to season should be made
- Locating the Warehouse correctly
- Spoiled goods should be disposed regularly.
- Communication between the seller and customer should be clear.

9. PROBLEM ROOT CAUSE



CC

- Unavailability of stock.
- Government rules and regulations.
- Demand Forecasting.
- New store owners find it difficult to adapt to new technology
- Insufficient and improper stock maintenance

7. BEHAVIOUR



- Always looking for products which are on sale.
- Habitual buying behavior.
- Demanding products which are not in stock.

on J&P, tap into BE, understand RC

3. TRIGGERS

- Immense wastage of products due to less sales.
- Lack of inventory at the time of peak demand
- Fear of missing out the products which are on offers.

4. EMOTIONS: BEFORE / AFTER

Before: Frustration, Demotivation, Confusion, Helplessness

After: Sense of thrill, Sense of Freedom, Satisfaction

10. YOUR SOLUTION

EM

- Analyzing the current market trends, demands and providing it.
- Centralized record of all the products.
- Combining sales data with inventory data to simplify reporting.
- Keeping track of stock locations.
- Always having a backup plan for storing the stocks which can be helpful in an emergency.
- Reducing overstocking of products.

8.CHANNELS of BEHAVIOUR

ONLINE:

SL

- Mailing
- Contacting customer service
- Advertisements such as "Free
- Shipping", "Return Policy", etc.
- Tracking

OFFLINE:

- Gaining loyal customers through offering credit points.
- Arranging the most demanded products in the store's first few racks.

