



What do they
THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations

What do they
SEE?

environment
friends
what the market offers

What do they
HEAR?

what friends say
what boss say
what influencers say

What do they
SAY AND DO?

attitude in public
appearance
behavior towards others

PAIN

fears
frustrations
obstacles

GAIN

"wants" / needs
measures of success
obstacles

- How to track my inventory in advance
- Will it help to know which product sells well?
- Is this user friendly?

- Improves efficiency and easy to understand the sales trends
- Profits on client sales
- Easy sales tracking

- Availability of stocks
- Better quality
- Suggestions and reviews

- Will this help to maintain stocks
- Is this a profitable method?
- Increase demand product price

- Overstocks
- Software maintenance
- Drop in sales

- Prevents spoilage and obsolescence of products
- Achieve maximum efficiency with inventory support
- Improves customer satisfaction