Define CS, fit into CC	**1.Customer segments(S)** **CS** •Retailer •Distributor •Wholesaler •Manufacturer	**6. CUSTOMER CONSTRAINTS** **CC** • Inadequate of knowledge about current technological trend • Always depends on traditional approaches. • Mistrust on using new methods	**5. AVAILABLE SOLUTIONS** **AS** • Predict demand and supply. • Maintain stock according to demand and supply.	Explore AS, differentiate
Focus on J&P, tap into BE, understand RC	**2.Jobs-to-be-Done/Problems** **J&P** • Help the customer face uncertainties in supply and demand. • Prevent the customer from loss in both financial & ethical side. • Keep the customer up-to-date about current market trends. • Make small retailers also survey in the rapidly changing market.	**9. PROBLEM ROOT CAUSE** **RC** • Most shopkeepers lose their customers due to insufficient supply. • They also don't want to overstock a product.	**7. BEHAVIOUR** **BE** Customer uses the time of year to calculate demand. E.g. selling fire crackers during Diwali	Focus on J&P, tap into BE, understand RC

3. TRIGGERS

- Problems that plague the customer's business.
- Advertisements and recommendations from colleagues who used our software.
- Tempted by competitors who have succeeded using our software.

4. EMOTIONS: BEFORE / AFTER

Before:

- Confused
- Diffident

After:

- Clear
- Confident

10. YOUR SOLUTION

- Create a software that can predict the   demand.
- Use customer business data that has been collected over the years to train and test the algorithm .

8.Channels of behavior

1.ONLINE:
Advertisements are posted in social media sites.

2.OFFLINE:
Good customer service helps gaining customer loyalty.