

Define CS, fit into CC	1. CUSTOMER SEGMENT(S) CS Retailers, small shop owners	6. CUSTOMER CONSTRAINTS CC <ul style="list-style-type: none"> It becomes tedious for a retailer to track inventory via pen and paper. Bare metal solution for inventory management are not feasible for small retailers. Managing defects. Overselling. 	5. AVAILABLE SOLUTIONS AS <ul style="list-style-type: none"> Inventory management systems like oracle netsuite inventory management system. lot integrations Forecasting 	Explore AS, differentiate
Focus on J&P, tap into BE, understand RC	2. JOBS-TO-BE-DONE / PROBLEMS J&P <ol style="list-style-type: none"> Effective retail inventory management Real time updates Paperless business. Scalability. 	9. PROBLEM ROOT CAUSE RC Most of the end products that are often used for daytoday activities like kitchen utensils, sanitary products, etc.. are sold in small retail shops. These shops are distributed all over the country and they replenish their inventory on regular interval. An distributor supplies these products using some local transportation. The above system may be simple and problem free but in large scale this is inefficient causing wastage of goods and less customer satisfaction in cases when there is hike in demand.	7. BEHAVIOUR BE <ul style="list-style-type: none"> Small scale retailers usually don't care about these small problems. Large scale retailers use some Point-Of-Sale solutions to manage their inventory. Usage of spreadsheets to manage inventory free of cost. 	Focus on J&P, tap into BE, understand RC
Identify strong TR & EM	3. TRIGGERS TR Seeing the profits made by other retailers using the inventory management system.	10. YOUR SOLUTION SL A cloud based Inventory management system enabling retailers to maintain their inventory and get automatic alerts to keep them updated.	8. CHANNELS of BEHAVIOR CH 8.1 ONLINE Registration Updation Deletion 8.2 OFFLINE Ensure correctness of offline data with online data.	Identify strong TR & EM
	4. EMOTIONS: BEFORE / AFTER EM Before - Frustrated using legacy methods, Didn't have enough clarity on strategy of replenishing the inventory management. After - Putting more effort in taking the right decision rather than adding and verifying the data.			

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