

Define CS, fit into CC	1. CUSTOMER SEGMENT(S) S Who is your customer? Retailers who need their necessity products.	6. CUSTOMER CONSTRAINTS C What constraints prevent your customers from taking action or limit their choices of solutions? Managing Warehouse Space, Warehouse Efficiency, Inaccurate Data, Changing Demand, Limited Visibility, Problem Stock.	5. AVAILABLE SOLUTIONS S Which solutions are available to the customers when they face the problem or need to get the job done? What have they tried in the past? What pros & cons do these solutions have? Higher Warehouse Space, Warehouse Maintenance, Accuracy in Data, Being upto Date, Stock Maintenance.	Explore AS, differentiate
Focus on J&P, tap into BE, understand RC	2. JOBS-TO-BE-DONE / PROBLEMS J&P Creating system to log products, receive them to inventory, track changes when sales occur, manage the flow of goods from purchasing to final sale and check stock counts.	9. PROBLEM ROOT CAUSE RC What is the real reason that this problem exists? What is the back story behind the need to do this job? Retailers have to do it due to the loss of inventory due to spoilage, damage or theft can be supply chain problem, requires identifying, tracking and measuring problem areas.	7. BEHAVIOUR BE What does your customer do to address the problem and get the job done? By upgrading to tracking software that provides automated features for re-ordering and procurement and provide with centralized ,cloud based database for accurate ,automatic inventory updates and real time data backup.	Focus on J&P, tap into BE, understand RC

Identify strong TR & EM

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	4. EMOTIONS: BEFORE / AFTER EM How do customers feel when they face a problem or a job and afterwards? Before: lost, insecure After: confident, in control .		