

Define CS, fit into CC

1. CUSTOMER SEGMENT(S)

CS

Customer segmentation is a powerful tool for businesses to closely align their strategy and tactics with their customers and better target them. Every customer is different, and every customer journey is different, so one approach often won't work for all. This is where customer segmentation becomes a valuable process.

The marketing “persona” is a personification of a customer segment, and it is not uncommon for businesses to create several personas to match their different customer segments.

6. CUSTOMER CONSTRAINTS

CC

Common types of resource constraints include **limits on raw materials, machine capacity, workforce capacity, inventory investment, storage space, or the total number of orders placed**. Customer-owned inventory management is the practice of a supply chain management company controlling warehousing, pick, pack, ship, and delivery of inventory that is owned by the customer whether sourced through non- traditional suppliers or traditionally distributed.

5. AVAILABLE SOLUTIONS

AS

Inconsistent Tracking:
Using manual inventory tracking procedures across different software and spreadsheets is time-consuming, redundant, and vulnerable to errors.

Warehouse Efficiency:
Inventory management controls at the warehouse is labor-intensive and involves several steps, including receiving and put away, picking, packing, and shipping

Explore AS, differentiate

Focus on J&P, tap into BE, understand RC

2. JOBS-TO-BE-DONE / PROBLEMS

J&P

1. Goods are delivered to your facility.
2. Inspect, sort and store goods.
3. Monitor inventory levels.
4. Stock orders are placed.
5. Stock orders are approved.
6. Take goods from stock
7. Update inventory levels
8. Low stock levels trigger purchasing/reordering.

9. PROBLEM ROOT CAUSE

RC

The main reasons identified for the accumulation of inventory are

- (1) forecasting error,
- (2) bulk purchase,
- (3) data entry error,
- (4) communication gaps,
- (5) quality-related issues,
- (6) product category not traceable and
- (7) wrong material being procured.

One of the most common challenges to sound inventory management is preventing the overselling of products and running out of inventory. Using historical and seasonal data trends can help you accurately predict customer orders

7.

Staffing: To provide a valuable experience to your customers, you must have a sufficient staff of qualified individuals in place. Market Research: Understanding the ins and outs of your industry, as well as where your competitors stand. Logistics: It's vital that you have a plan for moving your products from the supplier to the customer — and why your company is essential in this regard. Finances: Overall, you'll have to have a clear idea of your operational costs, as well as your intended profit margins

Focus on BE, understand RC

3. TRIGGERS **Identify strong TR & EM** TR

What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.

A trigger is any food, activity/situation, person, restaurant, celebration, travel, or anything else that increases unhealthy eating. Management is anything you can do to eliminate or reduce the effect of the trigger.

4. EMOTIONS: BEFORE / AFTER EM

To investigate the impact of consumers' emotions on product demand and the firm's decisions, we first need to understand why emotions arise, how we can distinguish between various emotions, and how emotions influence consumers' purchase behavior

10. YOUR SOLUTION SL

1. Centralized Tracking:

Consider upgrading to tracking software that provides automated features for re-ordering and procurement. Inventory management platforms provide centralized, cloud-based databases for accurate, automatic inventory updates and real-time data backup.

2. Transparent Performance:

Measure and report warehouse performance metrics like inventory turnover, customer satisfaction and order processing speed to overcome warehouse inefficiencies. Share this data with employees and suppliers.

3. Stock Auditing:

Frequent stock auditing processes, like daily cycle counting, reduce human error and provide more accurate, up-to-date inventory data for managing cash flow. Organize audits by category and cycle count smaller inventory samples on a predictable schedule for more accurate financial data.

8. CHANNELS of BEHAVIOUR CH

- The **price** being offered for the products in question (along with any discounts or deals the supplier may offer for bulk orders or other circumstances)
- The **quality of service** provided by the supplier (i.e., their delivery terms, level of communication, and their overall reputation)
- The supplier's **credit and payment policy**, which can determine how much stock you're able to order at a given time

