

Project Design Phase-I Problem – Solution Fit Template

Date	12 October 2022
Team ID	PNT2022TMID01428
Project Name	Retail Store Stock Inventory Analysis
Maximum Marks	2 Marks

Problem-Solution fit canvas 2.0

Purpose / Vision

Define CS, fit into CC	1. CUSTOMER SEGMENT(S) CS Who is your customer? The customer here is a "Retailer".	6. CUSTOMER CONSTRAINTS CC <ul style="list-style-type: none"> Maintaining customer loyalty Concerns about security of data Evolving customer expectations Effects due to Understock and Overstock 	5. AVAILABLE SOLUTIONS AS <ul style="list-style-type: none"> Auto stock updation The sudden changes in demand which is directly proportional to the price surge can be identified and stocked accordingly 	Explore AS, differentiate
	2. JOBS-TO-BE-DONE / PROBLEMS J&P <ul style="list-style-type: none"> Grant of credit Sudden surge in prices based on demands Frequent cleansing of warehouse Delivering quality products 	9. PROBLEM ROOT CAUSE RC <ul style="list-style-type: none"> Lack of Knowledge and time on inventory management. Sudden raise in demand for a particular product may cause insufficiency Lack of proper capital Underestimating costs of overheads 	7. BEHAVIOUR BE <ul style="list-style-type: none"> Overstocking / understocking High demand inventory management using cycle counting data Automatic reordering points Inventory management system with sophisticated demand forecast 	
Identify strong TR & EM	3. TRIGGERS TR <ul style="list-style-type: none"> Expire date notification with dynamic discount recommendation. credit point based. 	10. YOUR SOLUTION SL <ul style="list-style-type: none"> Periodic generation of inventory reports to enhance the stock rotation. Prediction based sales history for seasonal on-demand. Automatic determination of goods and service taxes. 	8. CHANNELS of BEHAVIOUR CH 8.1 ONLINE <ul style="list-style-type: none"> Advertise on social platforms Partner with complementary brands Advertise with financial influencers to spread awareness and promote retail store. 	Extract online & offline CH of BE
	4. EMOTIONS: BEFORE / AFTER EM Frustration, Helpless, Demotivated Satisfaction, Confidence, Calm state of mind.		8.2 OFFLINE <ul style="list-style-type: none"> Word of mouth campaigns Genuine relationships with current and potential clients then face-to-face interaction. Customers can create some contacts in their surroundings that might helps in building trust among people which helps in their business. 	



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