

Define CS, fit into CC	<div>1. CUSTOMER<div>CS</div><p>Our customers are mostly middle-class parents and people living in different environment.</p></div>	<div>6. CUSTOMER<div>L</div><p>The main constraint is MONEY. We need of a huge investment to process logistics.</p><p>Another constraint is the customer changes.</p></div>	<div>5. AVAILABLE<div>AS</div><p>1. Transport - When consumer is at long distance our transport solution may be ofuse.</p><p>2. Warehouse - Storing of products is main problem. So, our warehousing solution solves that problem.</p></div>	Explore AS, differentiate
	<div>2. JOBS-TO-BE-DONE / PROBLEMS<div>J&P</div><p>1. Frequent changing of their changes</p></div>	<div>9. PROBLEM ROOT CAUSE<div>RC</div><p>Many customers alter their changes in different products.</p></div>	<div>7. BEHAVIOUR<div>BE</div><p>They need to be constant at their decisions</p></div>	
Focus on J&P, tap into BE.	<div>3. TRIGGERS<p>Due to the various changes made inthe environment it triggers the customers to act.</p></div> <div>4. EMOTIONS: BEFORE / AFTER<div>EM</div><p>Definitely customers will feel a lack of confidence and trust before acting upon their will. But after they see it with their own eyes theywill start to trust and their confidence level will get increased.</p></div>	<div>10. YOUR SOLUTION<p>The main and foremost solution in a DHL logistics is to build the customer trust abouttheir product, process and infrastructure. Because a good atmosphere will definitely develop a good and trustworthy relationships between customer and supplier.</p></div>	<div>8. CHANNELS of BEHAVIOUR<p>8.1 ONLINE Customers mostly verify their dealers before making a final change. They visit some websitesabout their dealers.</p><p>8.2 OFFLINE To verify about their dealers, they will see if their neighbors has done the same action and they will know what is their confident level.</p></div>	Focus on J&P, tap into BE.
Identify strong TM & ER				Identify strong TM & ER