

*What do they*  
**THINK AND FEEL?**

what really counts  
major preoccupations  
worries & aspirations

It is a time  
consuming  
task.

Managing an  
inventory is a  
tedious  
process

Feels that it  
requires high  
maintenance

**Inventory  
Management  
System for  
Retailers**

*What do they*  
**HEAR?**

what friends say  
what boss say  
what influencers say

It is highly  
useful

It helps to  
keep track of  
the goods in  
inventory

It ensures  
enough  
stock is  
present

Would family  
and friends  
shop in online  
store

Are my  
employees  
working with  
full potential

The trend for  
advertising  
online is  
increasing

*What do they*  
**SEE?**

environment  
friends  
what the market offers

*What do they*  
**SAY AND DO?**

attitude in public  
appearance  
behavior towards others

Compare  
price of the  
products

Check the  
store on what  
brand they  
purchase

Where should i  
start/purchase

**PAIN**

fears  
frustrations  
obstacles

Costs of  
ordering and  
carrying  
inventories

Occurrence  
of damaged  
product

Stock not  
available in  
markets

**GAIN**

"wants" / needs  
measures of success  
obstacles

Larger  
profit

Give  
employees  
more  
benefit

Become  
more  
efficient