PROJECT DESIGN

PHASE-1 PROBLEM

SOLUTION FIT

Date	15 October 2022
Team ID	PNT2022TMID08875
Project Name	Retail Store Stock Inventory Analytics
Maximum Marks	2 Marks

Problem-Solution Fit

1. CUSTOMER SEGMENT(S) CS

Who is your customer?

The customer here is a **"Fruit Shop Owner"**

6. CUSTOMER LIMITATIONS EG. BUDGET, DEVICES CL

What limit your customer to act when problem occurs?
Spending power, No cash in pocket, Risk factor to an extent.

5. AVAILABLE SOLUTIONS PLUSES & MINUSES AS

What solution are available to the customer when he/she is facing the problem? What he/she tried in the past?
- The sudden changes in demand which is directly proportional to the price surge can be identified previously and stocked accordingly.
- He/she tried to predict the surges and drops according to what they only experienced.

2. PROBLEMS / PAINS + ITS FREQUENCY PR

Which problem do you solve for your customer?

- Periodic changes according to season
- Daily Transportation costs
- Locating the warehouse for restocking
- Short life of the fresh fruits
- Sudden surge in prices based on demands

9. PROBLEM ROOT / CAUSE RC

What is the root of every problem from the list?
- People think that managing a inventory through a digital form will be difficult and the managing the software will cost too much money.
- People have kept a mindset that increase/decrease of demand cannot be predicted before itself.

7. BEHAVIOR + ITS INTENSITY BE

What does your customer do about / around / directly or indirectly relate to the problem?

- They try the interface for overcoming of the problem but then if they find it complicated or not efficient enough, they stop using it.
- Indirectly related will be them attending workshops where an effective inventory management technique will be shared information about.

3. TRIGGERS TO ACT TR

What triggers customer to act?
- Seeing the immense wastage of fruits due to less sales
- Reading about innovative ideas on better management on the internet.

4. EMOTIONS BEFORE / AFTER EM

Which emotions do people feel before after this problem is solved?
- Frustration, helplessness, demotivated
- Satisfaction, Confident, Calm state of mind.

10. YOUR SOLUTION SL

- Analysing the previous year climatic changes will determine the grocery's demand and that will create a good path to invest in right fruits
- Monitoring and predicting the ups and downs in market by previous year statistics will helps us to make a alternative changes in the field.
- Always have a plan b for storing the stocks in warehouse will help us to get avoid in some emergency situation.

8. CHANNELS of BEHAVIOR CH

Online

Advertise with financial influencers to spread awareness and promote it.

Offline

A person who belongs to the work he should have or create some social contacts in his/her surrounding that's will create a certain trust worthy things in his business