**5Ws + How analysis for the 6 entities in WalStore Operations**

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|  | **Supplier** | **Warehouse Transporter** | **Warehouse** | **Warehouse-to-store transporter** | **Store** | **Customer** |
| **What?** | What are the products you supply?  What are offers and discounts if we buy in bulk quantities?  What are method of payment?  Cheque ,cash,credit of 30,60days | What is the cost of transporting from supplier to warehouse?  What type of vehicles are to be used?  Trucks ,small van? | What is size of warehouse?  What type of goods are require special care(cold storage,normal storage)?  What is rent of warehouse ?  What is salaries of warehouse maintainance staff? | What is the cost of transporting from warehouse to actual supermarket store?  What types of packaging are required so that goods will not damage in transit?  What type of vehicle are used? | What is the size of the buffer supply area?  What is size of store?  What are store timings?  What is rent of store space? | -----------?    ----------? |
| **How?** | How you would deliver product?  How to make contract about payment? | How much time it takes to transport goods from supplier to warehouse? | How many warehouse are there?  How much the storing capacity of warehouse? | How are the schedules arrived at? | How much the storing capacity of store?  How many employees are working in the store? | How is the store layout optimized?  How much customer average time spend during each visit? |
| **Who?** | Who is point of contact for our order,delivery,dispatch?  Who are involved in packaging of goods? | Who are the transporters?  Who assigns the transport vehicle to suppliers?  Who is involved in loading and unloading goods to warehouse? | Who is looking after the warehouse storage and supply?  Who prepares daily report? | Who are the transporters?  Who will be responsible if goods will be damaged in transit?  Who assign the transport vehicle to the stores? | Who is the store manager?  Who manage MIS? Outdated stock and fresh stock | Who visit the stores most as per age criteria? |
| **When?** | When you will deliver our products? | When Transporter deliver goods to warehouse? | When do the warehouses receive goods from the transporters?  When is their weekly off and overtime days? | When transporter deliver goods to supermarket store?  When is weekly off/over time days of staff involved in transporting? | When is store closed/open?  When do stores has maximum customers? | When do they visit the store? |
| **Where?** | Where are the suppliers located? | Where are transporter and warehouse located? | Where is warehouse located? | Where are warehouse and store located? | Where is the store located? |  |
| **Which?** | Which Product has more demand? | Which prominent routes are used by the transporters for navigating between the suppliers and the warehouses? | Which product require extra handling,packaging,cold storage? | Which Prominent routes are used by the transporters for navigating between warehouses and stores? | Which goods required daily stocking?  Which products should we give discounts/offers to increase sales and goodwill | Which product customer buys the most and which product has less sales? |