

# Defining a Business Problem

# Examples of Business Problem

- High Business Losses
- High Employee Attrition
- Dropping Brand Recognition
- Declining Employee Performance

# Working of Organization



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## Manufacturers

- FMCGs such as pretzels, frozen pizza, etc are produced.
- Items are supplied to the retailer

## Retailer

- Acquires the items from the different manufacturers.
- Items are stored in the inventory and supplied to stores based on the demand

## Customer

- Goods are sold to customers

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**Business Problem:** High Business Losses



