Explore AS, differentiate

AS

5. AVAILABLE

1. Transport - When consumer is at long distance our transport solution may be ofuse.

2. Warehouse - Storing of products is main problem.
So, our warehousing solution solves that problem.

Focus on J&P, tap into BE,

BE

7. BEHAVIOUR

They need to be constant at their decisions

Identity strong TM & ER

L

6. CUSTOMER

The main constraint is MONEY.
We need of a huge investment to process logistics.

Another constraint is the customer changes.

RC

9. PROBLEM ROOT CAUSE

Many customers alter their changes in

different products.

8. CHANNELS of BEHAVIOUR

8.1 ONLINE
Customers mostly verify their dealers before making a final change. They visit some websitesabout their dealers.

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.

CS

1. CUSTOMER

Our customers are mostly middle-class parents and people living in different environment.

10. YOUR SOLUTION

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.

J&P

2. JOBS-TO-BE-DONE / PROBLEMS

1. Frequent changing of their changes

3. TRIGGERS

Due to the various changes made inthe environment it triggers the customers to act.

EM

4. EMOTIONS: BEFORE / AFTER

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.

Define CS, fit into CC

Focus on J&P, tap into BE,

Identity strong TM & ER