



Presentation on

Analysis on Customer Validation

Course : ENCS 6042 - Communication for the innovation process

Team Member	Student ID
Sai Chandra Sekhar Reddy Dwarampudi	40189233
MahammadUzair Shaikh	40162570
Rahul Guntur	40195681
Sai Teja Kasam	40184960
Ujwal allada	40193368

Customer Validations on Current problems in Super Markets



Restricted Store Opening Hours

- Super Markets are not open 24 hours throughout the week.
- Not Functional on Holidays.



Long Waiting Period to Checkout

On average people waste around 20 minutes to check-out.



Varying Product Prices in different Super Markets

- No Maximum Retail Price (MRP) for any product.
- Prices Vary from Store to Store.



Limited Stock varieties

- The shortest shelf-life and often sold unpackaged are the most challenging category in ensuring on-shelf availability

Unavailability of various kinds of products.



Problem of Shoplifting

- Shoplifting appears to be on the rise at grocery stores.



Thank You & Any Questions ?

