PERSONAS

1) "The AAA" is a medium sized retail store located in 10 different places in Heidelberg, Mannheim and Wieblingen. "The AAA" sells Home appliances, Computer and accessories, Audio and accessories and other Electronic gadgets. Although a medium sized store, "The AAA" is a growing fast and getting popular for its quality products**. They are planning to expand the store now by increasing the range of products and opening new branches in different locations as a long term goal."**

**Deatail**:-

The AAA has various departments inside for management of stocks, billing, purchase etc. They presently use software for managing the departments such as Billing, dealer management etc. They keep track of the available stocks by reconciling/comparing the Billing report from the billing department, Available stocks count - manually done every week and the ordered stocks information from the purchase department.  **With a plan of improving the business by expanding the size of store and opening new branches in the future , The AAA feels that the management of the available stock and billing will get difficult and will require more manual work.**

**Solution**:-  
 Software that can show available stocks and the number of available stocks should get reduced as it is billed.

2) "The BBB" is a supermarket selling wide variety of food , groceries and household items. It is well established and has its branches in various locations and countries such as Sweeden, UK and Germany. **It has a number of dealers supplying goods from different manufacturers and are sold to the customers in the supermarket.**

**Detail**:-

The supermarket purchases different categories of products (various brands of products in each category) from different dealers.. The purchase manager or the sales man or the Purchase approver prepares a purchase order gets it approved by purchase manager or purchase approver and sends it to the dealer via telephone/fax and Emails. **As the right to create purchase order is given to multiple people and the business is expanding from day to day its becoming hard for the purchase department to coordinate and keep track of the purchase orders as "what all have been ordered? and what all have to be ordered yet? or what all have to be approved for the order to be placed?". They are facing this difficulty as the management is done on emails and excel sheets.**

**Solution:-**

Software that lets different authorized persons generate purchase order. Redundant purchase request can be avoided as the purchase order placed can be checked on the view purchase order screen. The manager can just login check the PO created and approves it or rejects it.

3)"The CCC" is a retail store that sells apparels, accessories and gifts for all the age groups.  
The have stores developing in major cities like Berlin, Munich and Stuttgart. They sell most of the popular brand of products and the growth rate is growing every year.

**Detail:-**

As The CCC is an establishing store they are planning to improve the business by having a well defined and organized software infrastructure and systems to manage the business end to end. **In one of the recent audit they pointed out an issue in which the acknowledgement for the goods received by the store went missing and there was no proof if the delivery was received or not.**

**Solution:-**

A software that can allow the user generate a Goods Received Note for the purchase order. Once the goods are received the GRN is generated and is printed as the acknowledgement for dealers. The purchase orders with GRN will get automatically added to the available stocks.