## Says

What have we heard them say? What can we imagine them saying?

> Wholesaling or distributing is the sale of goods to retailer to institutional or other professional businessman to other wholesalers and related subordinated services.

Wholesaling is buying goods in bulk quantity, usually directly from the manufacturer or source, at a discounted rate.

The retailer then sells the goods to the end consumer at a higher price making a profit.



Persona's name

**Unveiling Market** Insights:

This project aims to analyze customer spending behavior and identify opportunities for growth by leveraging data analytics and datadriven decision-making.

By conducting a comprehensive analysis, businesses can optimize their marketing strategies, improve product offerings, and enhance customer engagement to drive revenue growth.

dimensions.

The primary objective of this project is to understand customer spending patterns, preferences, and trends across various



What are their wants, needs, hopes, and dreams? What other thoughts might influence their behavior?



The consumption and production of marketed food are spatially separated.

Production is primarily in rural areas while consumption is mainly in urban areas.

In today's highly competitive business landscape, gaining deep market insights is essential for businesses to thrive and grow.

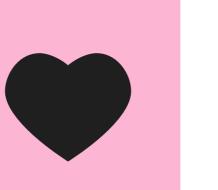
Wholesaling or distributing is the sale of goods to retailer to industrial, commercial, institutional.

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The retailer then sells the goods to the end consumer at a higher price making a profit.

## **Feels**

What are their fears, frustrations, and anxieties? What other feelings might influence their behavior?



See an example



What behavior have we observed? What can we imagine them doing?