



Says

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



Thinks

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

This project can identify the opportunities for growth

To understand customer spending patterns in various dimensions.

Through this analysis production and consumption foods are separated.

USES:

Marketing research is a valuable tool in effective marketing strategy.

BENIFITS:

Assess the viability of a product or service.

PLANS:

• *Input business strategy.*

• *Find gaps in the markets to fill.*



Customer-centric companies keep the customer experience at the forefront of all they do.

Some market research focuses specifically on marketing campaign effectively.

These research focuses on the competition to help us gain insights into how your company can pull ahead.

Improving our risk management strategy.

It helps determine the suitability and sustainability of products in a particular market.

It allows a business to gain customers that they couldnot previously have reached.



Does

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



Feels

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