



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?

Choosing a different Consumer base to target through a new marketing campaign

To Determine the channels to include in advertising campaign

Wholesale is Buying the Goods in Bulk Quantity directly from manufacture

Retail is Buying goods from Wholesale and selling to customers in MRP prices

Pricing Products in a way that maintains Margins and appeals to Customers

Determining the Segment offers most Profitable Opportunities for Marketing Growth

Identifying Customers Preference and Spending Behaviours

Advertising the Goods to Attract the Customers



Unveiling Market Insights :
Analysing Spending Behaviour
And Identifying Opportunities
For Growth

Increase Market share of one of the Existing Products in Existing markets

Connected with Customers more Effectively

Staying up on Relevant Trends of the Marketing Goods

By conducting a Comprehensive analysis, Business can optimize its marketing Strategies

Improving Products & discovering new Packages for existing Products

Joining Collaborations with Partner company to Promote Marketing Growth

Analysing the Demands in the Market of our Products for marketing Growth

Improve Product Offerings and Developing new Products in Existing Brand



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?