

# UNVEILING MARKET INSIGHTS

## 1. INTRODUCTION:

### Overview:

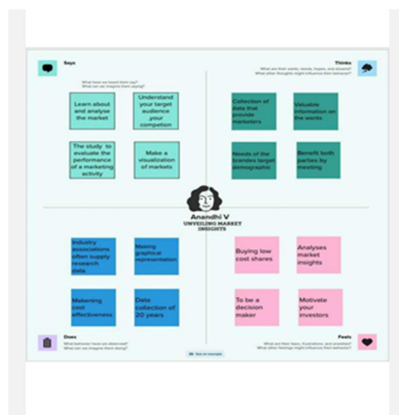
The process of evaluating the viability of a new service or product through research conducted directly with potential customers. It allows a company to define its target market and get opinions and other feedback from customers about their interest in a product or services.

### Purpose:

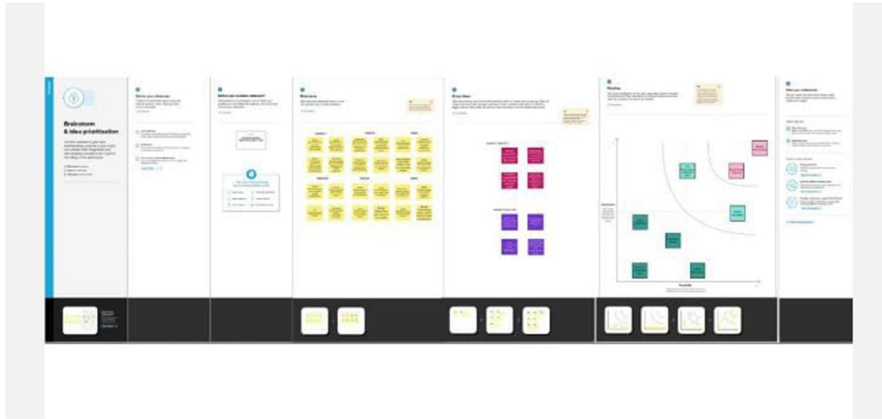
Marketing insights benefit both parties by meeting your target audience's needs and wants while also profiting. This is especially true when marketing a previously unused or unknown innovation.

## 2. Problem definition and Desing Thinking

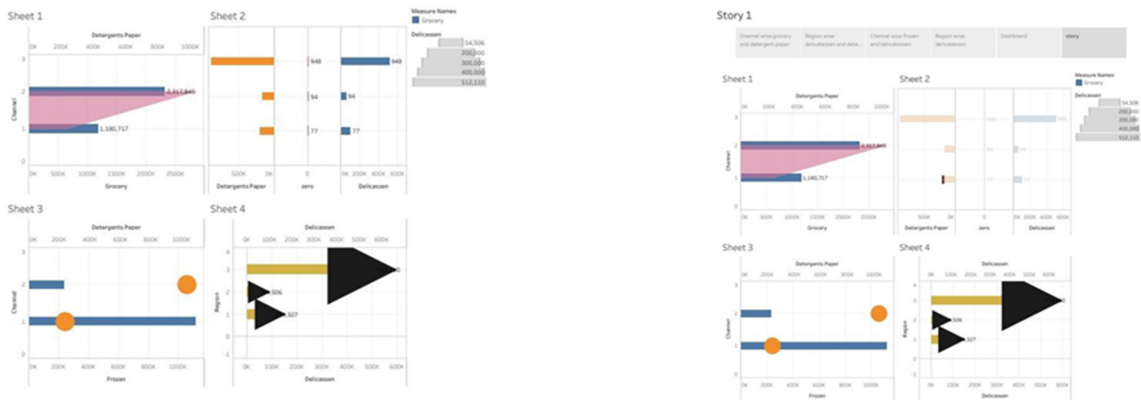
### Empathy Map



## Brainstorming Map



## 3. RESULT



## **4.ADVANTAGES & DISADVANTAGE**

### **Advantages:**

1. It helps businesses strengthen their position .
2. It minimises any investment risk.
3. It identifies potential threats and opportunities.
4. It helps to discover your's and your competitor's strengths and weaknesses.

### **Disadvantages:**

while a market economy has many advantages,such as fostering innovation ,variety ,and individual choice ,it also has disadvantages ,such as a tendency for an inequitable distribution of wealth ,poorer work conditions,and environmental degradation.

## **5.APPLICATIONS**

To ensure your marketing efforts are successful , it's important to understand your target audience ,your competitors ,and your industry overall. Marketing insights enable you to improve your business strategy while more effectively meeting the needs of your consumers .

## **6.CONCLUSION**

Marketing is the most exciting of all business sports .It is the heartbeat of every successful business. It is continually changing in response to the explosion of information ,the expansion of technology ,and the aggressiveness of competition ,at all levels and everywhere.All business strategy is marketing strategy.the key is to test,test,test.

## **7.FUTURE SCOPE**

According to a report from the bureau of labour statistics ,the projected growth of marketing management professionals through 2019-2029 is higher than average. Consequently, the overall employment of marketing managers is projected to grow 10% from 2021 to 2031, faster than the average for all marketing jobs.

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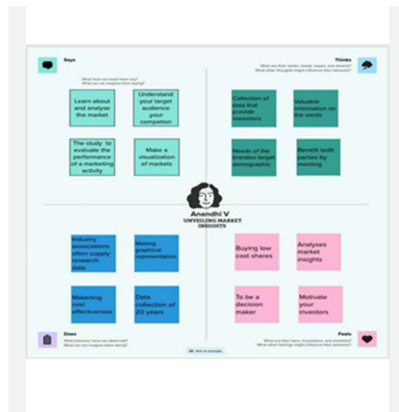
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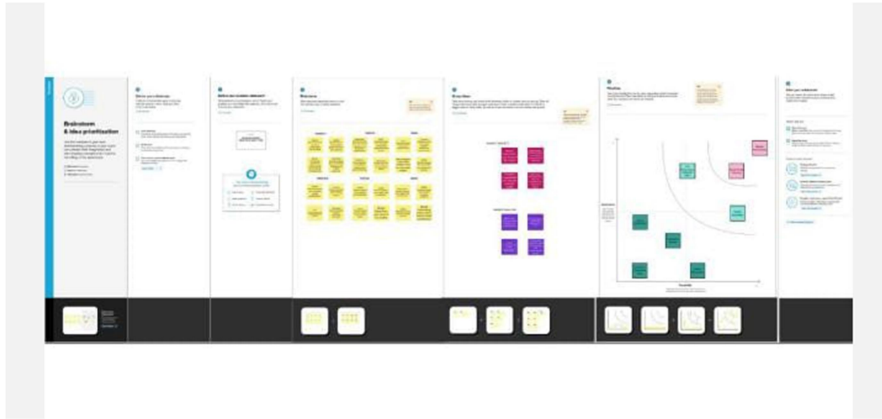
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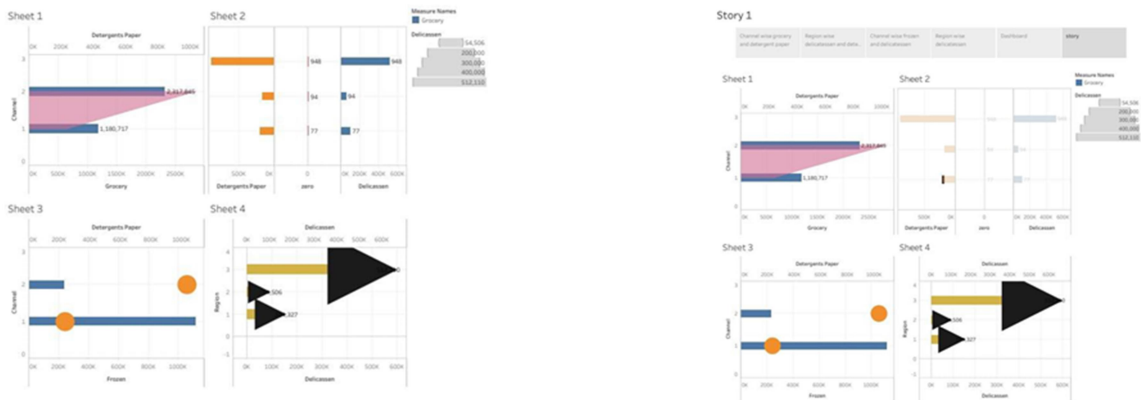
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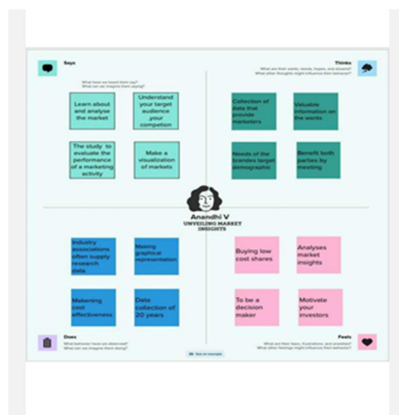
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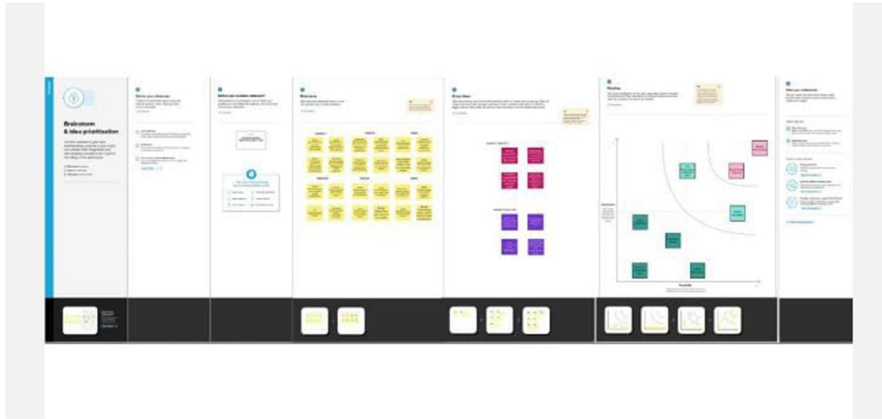
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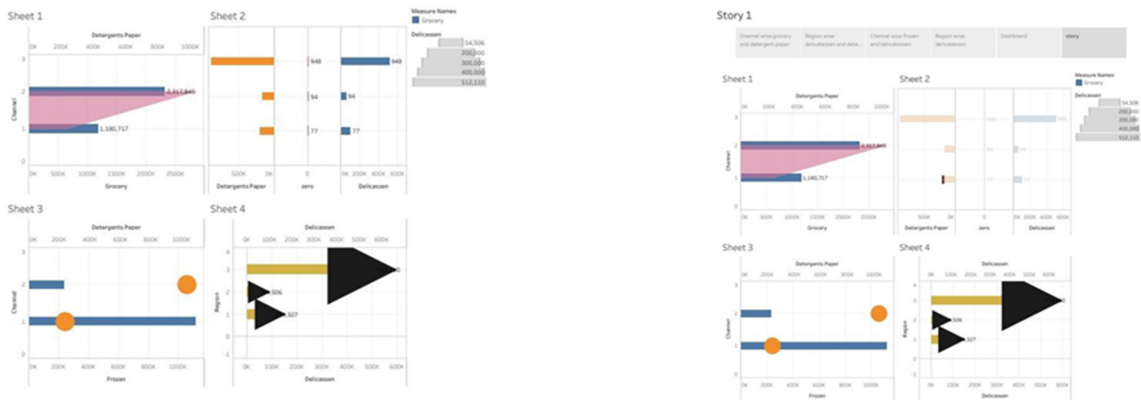
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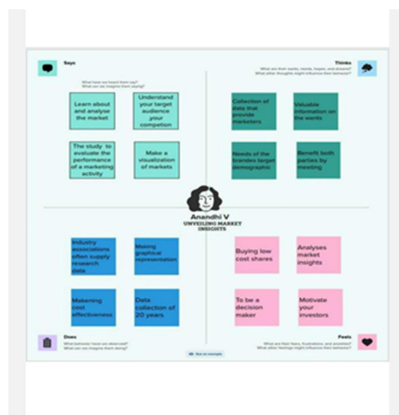
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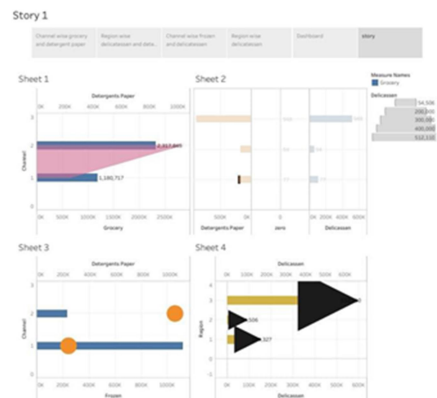
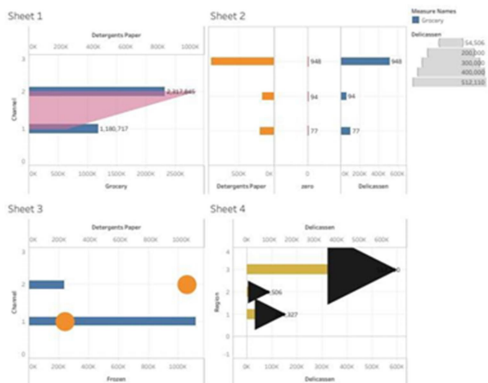
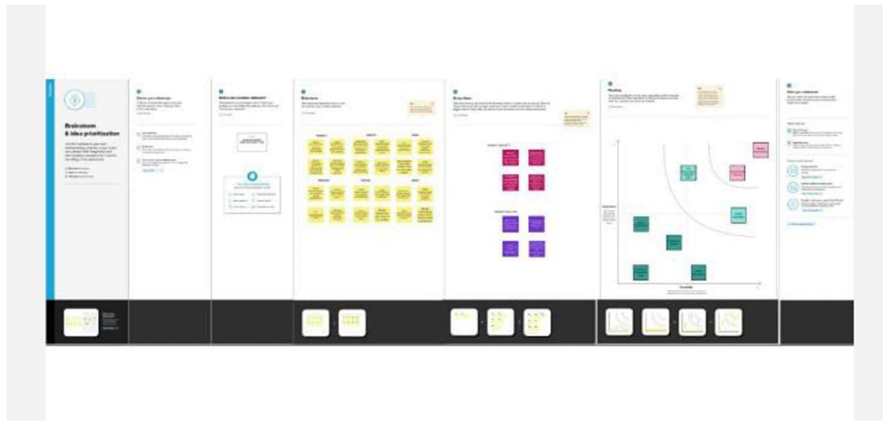
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