



Thinks

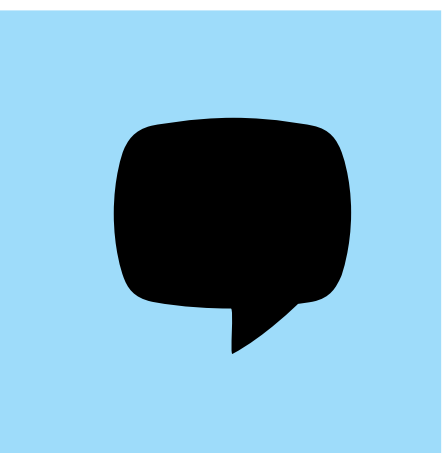
What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?

 **Before starting a business you need to know the cash requirement.**

 **capital must be assessed before starting the business**

 **We need to decide where to set up our company.**

Says

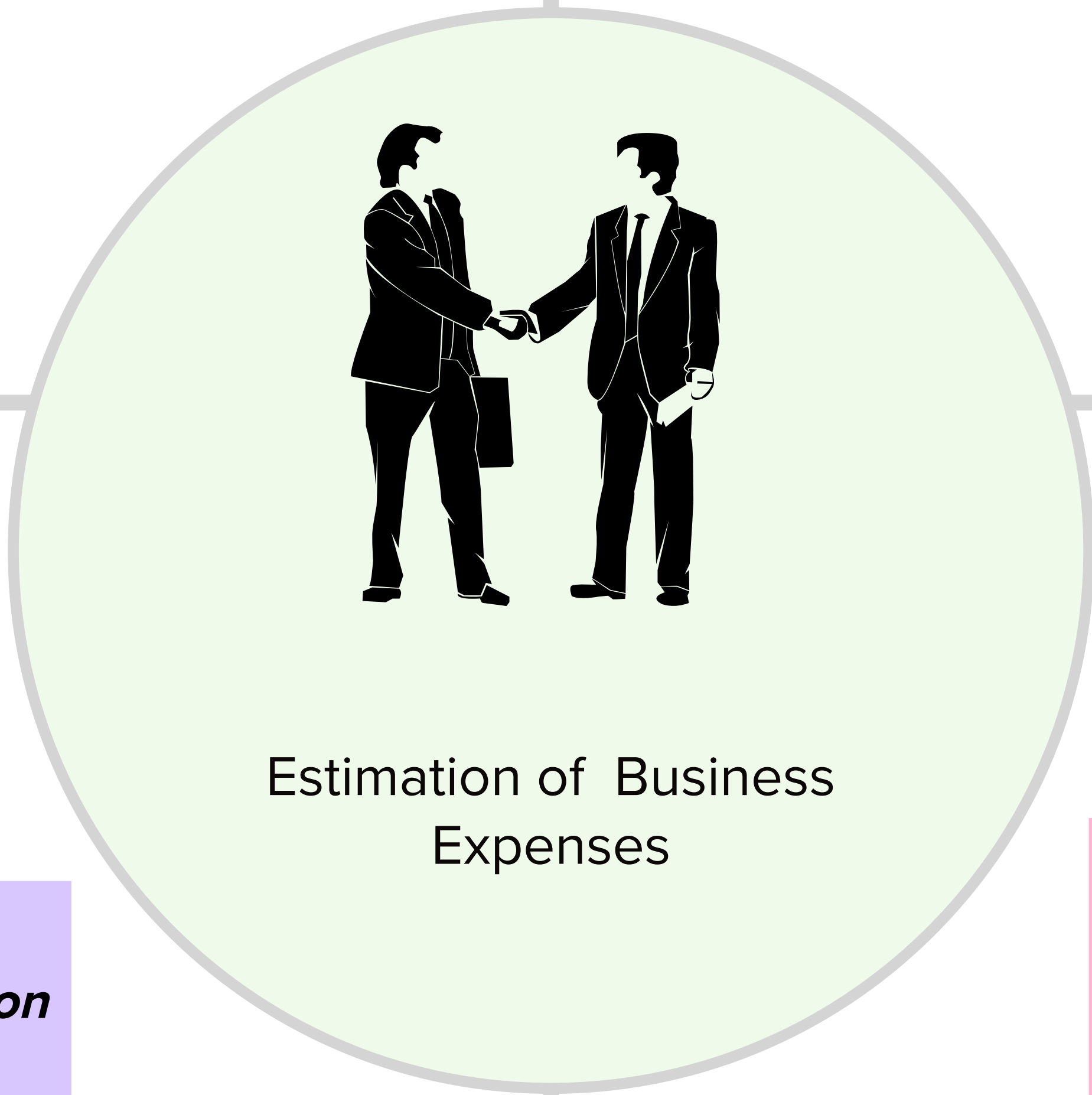


What have we heard them say?
What can we imagine them saying?

 **Use the strategy to get more profit with less investment.**


 **Know and fulfill the needs of the customers.**


 **Quality is most important for attract customer.**



Estimation of Business Expenses

 **Communication details Of introductory products to customers.**

 **Online trading can be improved by making products easily available.**

 **Attract customer through offers and discounts.**

 **They wants all the products to be available in the village.**

 **You can still sell quality products at lower prices.**

 **They wants money transfer to easy.**

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?

