



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?



Distinguish between primary and secondary market research

Understand how to choose a sample and collect and analyse data

Define a research goal and the importance of research design

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

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

The consumption and production of marketed food are spatially separated

Once you understand these trends you can save your business a lot of money

On a basic level market research is the collection and analysis of data related to a business's target market

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

This project aims to analyse customer spending behaviour and identify opportunities for growth by leveraging data analytics and data driven decision making



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?