



Says

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

Less cost  
with more  
beautiful  
models

Wealth of  
the  
jewellery

It has more  
design in  
simple  
pattern



subha Gold Jewellery

Beauty is who you  
are. Jewelry is  
simple the icing on  
the cake.

It attract the  
customer by  
providing the  
different gold  
jewels

Sales with  
affortables  
price

Main work  
ist to sales  
the  
jewellery

 See an example

Thinks

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



It has the  
variety of  
bangles  
and rings

It contains the  
all facilities to  
delivery the  
jewellery

Gifts are  
provided to  
the value of  
the purchased  
jewells

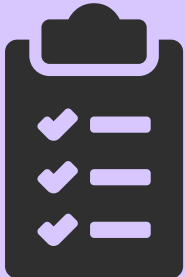
Lack of  
invisibility of  
the  
jewellery

Competitors  
in the same  
business

Lack of  
facilities  
and desgins

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?

