



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?

your business strategy, set you apart from the competition, and ultimately pave the way for success

The consumption and production of marketed food are spatially separated.

The Papain market outlook considers the impact of supply chain disruption due to the prevailing and presumable geopolitical issues across the globe.

A comprehensive market analysis helps you evaluate the competitive landscape and identify opportunities and gaps.

By meeting their needs, you increase the chances of attracting and retaining loyal customers.

Gather feedback on your value proposition, pricing, and overall concept.



Persona's name
Short summary of the persona

It can tell you how your company is perceived by the target customers and clients you want to reach.

The competitive environment you face is increasingly challenging.

It can give you an accurate view of your business and your marketplace.

Assortment optimization.

Customer-lifecycle management.

Marketing return on investment.



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?