



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?



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?

Unvelling Market
Insights:
Analysing And
Identifying
Opportunities For
Growth

strategies for
divergies and
capitalizing on
emerging
market
opportunities.

opportunities for
business to
expand into new
geographic
areas or product
categories.

these opportunities
increase the
potential for rapid
financial growth abd
benefits a
companys existing
operation.

strategies for
diversifying
on emerging
market
opportunities.

Approaches
to utilize
underutilized
production
capacity

Techniques
for expanding
sales in
international
markets.

paths toward
a more
sustainable
supply chain.

Requies capital
investment:
Usually,
expansion
involves financial
investment.

Its expanve: market
development is
expensive, and the
main obstacle
business must
overcome is their
desire to engage in it

Is: The company
is testing new
areas and market
segments and is
often trying out
new ideas

Strategies to
minimize
production
and supply
chain costs.

onsidered for
outsourcing
production to
other
countries.