## 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?



opportunities for business to expand into new

these opportunities increase the potential for rapid financial growth abd benefits a companys existing strategies for diversifying on emerging market opportunities.

Approaches to utilize underutilized production capacity

Techiniques for expanding sales in international markets.

Unvelling Market Insights:
Analysing And Identifying
Opportunities For Growth

Requries capital investment: expansion involves financial investiment.

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

paths toward a more sustainable supply chain.

Strategies to minimize production and supply chain costs.

onsidered for outsorcing production to



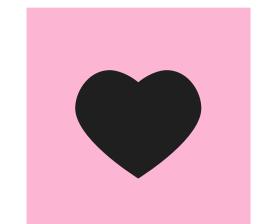
## Does

What behavior have we observed? What can we imagine them doing?



What are their fears, frustrations, and anxieties? What other feelings might influence their behavior?





**Feels**