

## 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?



Wholesaling or distributing is the sale of goods to retailer to industrial, commercial, institutional or other professional businessman to other wholesalers (wholesale businesses) and related subordinated services.

manufacturer or source,

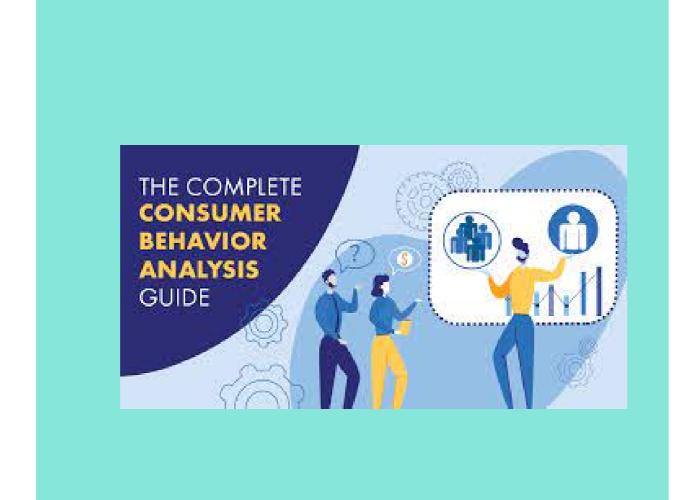
at a discounted rate.

The retailer then sells

the goods to the end

consumer at a higher

price making a profit.



Now you know the components of the marketing mix. But, as an entrepreneur, before you can make decisions about them, you need to roll up your sleeves and do some research.



Wholesaling is buying goods in bulk quantity, usually directly from the

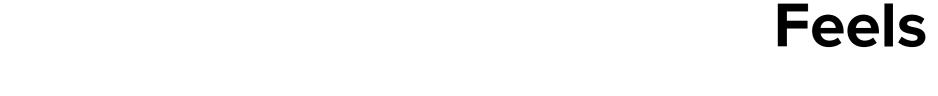
Insights: Analysing Spending Behaviour and Identifying Opportunities for Growth

> research. This type of research is similar to the concepts covered in Identifying Entrepreneurial Opportunity; however,



## 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?



Unveiling Market