

OVERALL TOPIC How might we increase our sales ?	 How might we perfectly anticipate our customers needs?	 How will be increase the sales ?	 How might we ensure customers are satisfied?	 How might we have 0% customer churn every year?
Understanding Customer	Conducting surveys	Selling the product with features that customer needs	Top quality product	Market fit product
Location	Sales Quantity, Money spent, Product bought	Determining the cost and product	Available at important locations	Available at many stores
Digital interactions	Online Searches	Customer Centric ads in social media	customer interactions and personalized special day messages	Engaging content
Surprise & delight	Reacting in social media	Exciting discounts and offers	Adding gift cards and post cards	low Product cost
Wildcard		Festive offers and massive discounts	Sending out gifts at special days	