



What do they THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations

Speed

Results

Organised

Excited

**The IMS is
vital.**

**List of
Products**

What do they HEAR?

what friends say
what boss say
what influencers say

**Keep the
records**

What do they SEE?

environment
friends
what the market offers

**Current
Inventory**

**Avoid
over
stocking**

**This is
helpful.**

What do they SAY AND DO

attitude in public
appearance
behavior towards others

**I want to
be
organised.**

**Check
Inventory**

**Add
New Stock**

**Product
Quantity**

PAIN

**Poor demand
forecasting**

**Could
be
Expensive**

Complexity

GAIN

**Adequate
Stocks**

**Greater
Insights**

**Cost
Savings**