

targeting  
wide range  
of  
customers

reason for  
decline in  
sales

which area  
to focus on  
to increase  
profit

## What do they THINK AND FEEL?

what really counts  
major preoccupations  
worries & aspirations

Referrals the  
brand gets

reviews  
from friends  
and family

social  
media  
trending  
hashtags

Offers by  
competitors

To analyse  
the brand  
value

availability  
of the  
product

## What do they SAY AND DO?

attitude in public  
appearance  
behavior towards others

they need to  
analyze their  
sales for each  
product  
individually

which  
customer  
purchases  
what kind of  
products

how  
footprints  
vary with the  
seasons

## PAIN

fears  
frustrations  
obstacles

unaware how  
effective  
marketing is

unaware  
how each  
product is  
performing

unaware of  
customer  
needs

## GAIN

"wants" / needs  
measures of success  
obstacles

will know  
on which  
area to  
focus on

can easily do  
customer  
targeted  
marketing

will know  
peak sales  
time to stock  
the goods