

What do they THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations

Is it a good
working
performance
!



What do they SEE?

environment
friends
what the market offers

Based on
their
satisfaction

It's upon
the user
maintance

Belongs to
the
performance
of the vehicle



What do they SAY AND DO?

attitude in public
appearance
behavior towards others

Be with an
professional
mentality and
free talking
minded



In a genuine
manner

Be friendly
with the
users or
customers

The quality
and service of
our process
will do worth
for buying .

whether the
website is
trusted and
approved by
ARAI

This car is
worth for
buying ?

About the
specifications
of cars



What do they HEAR?

what friends say
what boss say
what influencers say

They will
show the
specifications

Wants a low
price at good
performance
vehicles

GAIN

"wants" / needs
measures of success
obstacles



If they bought
like that,They
can't even
explain happy

Price's,
performance's,
and
compition's

the cost of
an good
performance
vehicle in top
brands

PAIN

fears
frustrations
obstacles



Afforded for
high level
performance
vehicle at
medium cost

The price of
the vehicle
and kmpl