

# Soil Fertility

#### What do they THINK AND FEEL?

what really counts major preoccupations worries & aspirations

Financial Worries



Offers Market

### What do they HEAR?

what friends say what boss say what influencers say



Type of fertilizer (inorganic, organic, biological)



Brand Status&Product Labeling



Nutrients

values

What do they SEE?

environment friends what the market offers

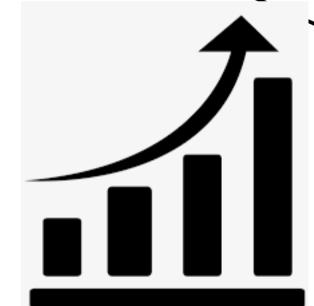
Helpful for farmers



Guidelines of Agro Service

# What do they SAY AND DO?

attitude in public appearance behavior towards others Recommending High Yield









#### PAIN

fears frustrations obstacles





Wastages of Money





## GAIN

"wants" / needs measures of success obstacles





