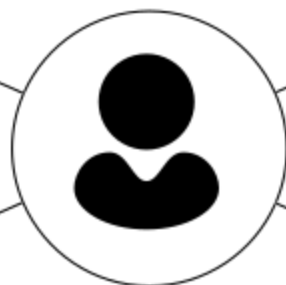


What do they THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations



What do they HEAR?

what friends say
what boss say
what influencers say

Information
of oil price

Bring up to
date of oil
price

Reduce and
increasing
the price

lower oil
prices
improve their
profitability

fuel and
combustible

Produce
electricity

Foundation
of modern
life

Gasoline,
diesel and
other form of
petroleum

Brent crude
oil price in our
forecast
averages

What do they SEE?

environment
friends
what the market offers

What do they SAY AND DO?

attitude in public
appearance
behavior towards others

Commodity,
Stock or
bond, Price
fall

Sentimental
towards the
physical
product

Supply,
demand,
market

PAIN

fears
frustrations
obstacles

Imposing
taxes

Immediate
price rising

Environment
revaluation
and due to
combat

GAIN

"wants" / needs
measures of success
obstacles

Economic
development

Set a path
to rise of
nation

Overcoming
the demand
of market