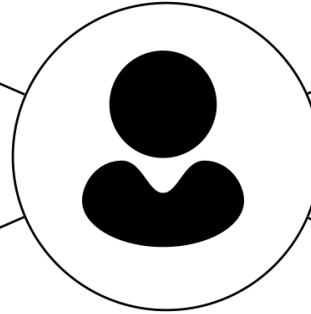


THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations



If the raw materials belong to old stock ?

Are the raw materials fresh?

Fresh raw materials and goods on the display

What do they SEE?

environment
friends
what the market offers



Discounts and offers on the raw materials

Recommend others to buy from the same market



What do they SAY AND DO?

attitude in public
appearance
behavior towards others

Good reviews and positive feedback

The raw materials are always fresh

Raw materials are available at cheaper rates

The customers keep choosing our shop based on word of mouth

What do they HEAR?

what friends say
what boss say
what influencers say

PAIN

fears
frustrations
obstacles

Fear of raw materials getting perishable

Fear of insufficient stock when the demand is high

GAIN

"wants" / needs
measures of success
obstacles

Good products at cheaper rate

Customer satisfaction

