

Says

What have we heard them say? What can we imagine them saying?

> Whole saling is the sale of goods to retailer to industrial, commercial or wholesalers

The consumption and production of marketed food are spatially separated

Whole saling is buying goods in bulk quantity, usually directly from the manufacturer or source



What are their wants, needs, hopes, and dreams? What other thoughts might influence their behavior?



Consumer problem solving is triggered by the identification of some unmet need

A want is placing certain personal criteria as to now that need must be fulfilled

Growth estimates for different types application and other segments of commercial market



Persona's name

Short summary of the persona

Understanding consumer behavior

The power of sustainability and ethical branding

Empowering Decision-Making

Staying competitive in a cutthroat retail landscape can trigger fears of engaging in prices

Retailers can focus on value differentiation instead of engaging in a race to the bottom

Emphasizing unique selling points, such as exceptional product quality, personalized customer experience and added services

Feels



Does

What behavior have we observed? What can we imagine them doing?



What are their fears, frustrations, and anxieties? What other feelings might influence their behavior?

