



Says

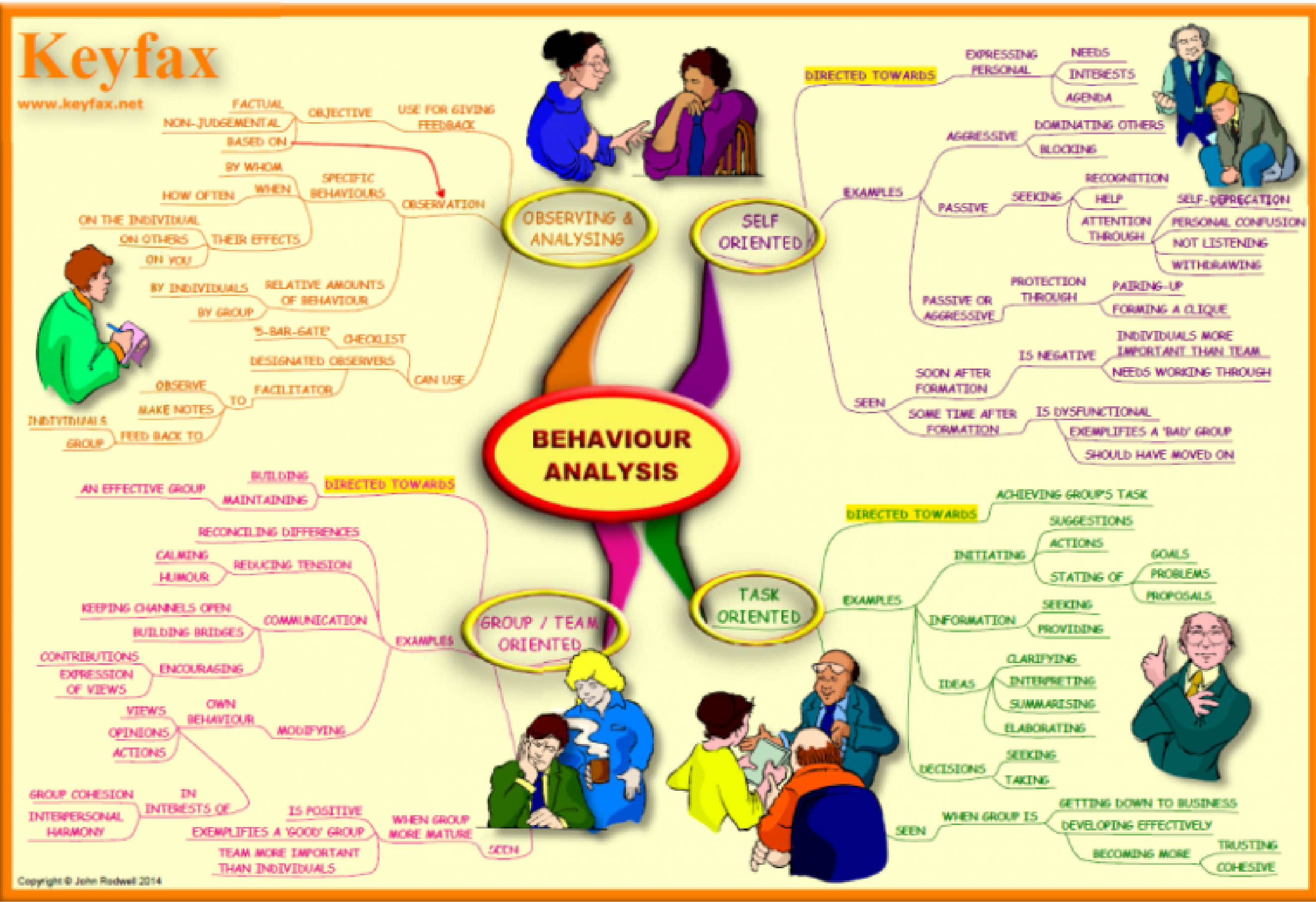
What have we heard them say?
What can we imagine them saying?



Thinks

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

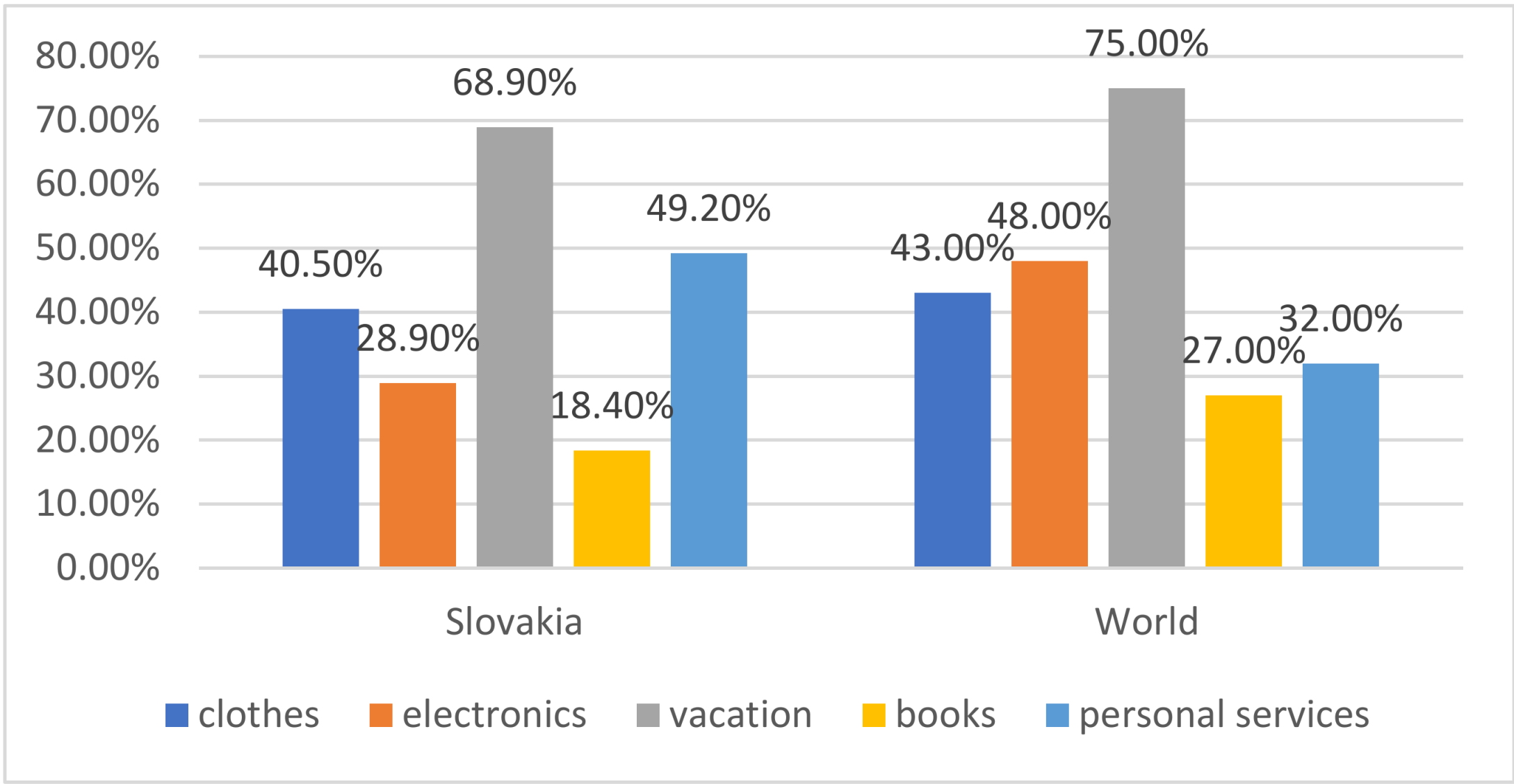
1. *whole saling or distributing is the sale of goods to retailer to industrial,commercial,institution or other professional business man to other whole saiers and reacted subordinated services*



ANALYING SPENDING BEHAVIOUR AND IDENTIFYING OPPORTUNITIES FOR GROWTH

1. *The relation then sells the goods ot the end consumer at a higher price making a profit.*

1. *whole saling is buying goods in bulkn quantity usvally directly from the manufacturer or source at a discounted rate.*



Does

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



Feels

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