

PROJECT AND REPORT TEMPLATE

INTRODUCTION;

1.1 OVERVIEW

The project means unveiling market insights in future in the work was in fully controlled in the work for market managing in india. Unveiling market insights for working genral knowledge in this person to your marketing.the marketing. Wholesaling or distributing is the sale of good to retailer to industrial commercial, institutional or other professional businessman to other wholesalers (wholesale businesses) and related subordinated services. Wholesaling is buying goods in bulk quantity, usually directly from the manufacturer or source, at a discounted rate. The retailer then sells the goods to the end consumer at a higher price making a profit.

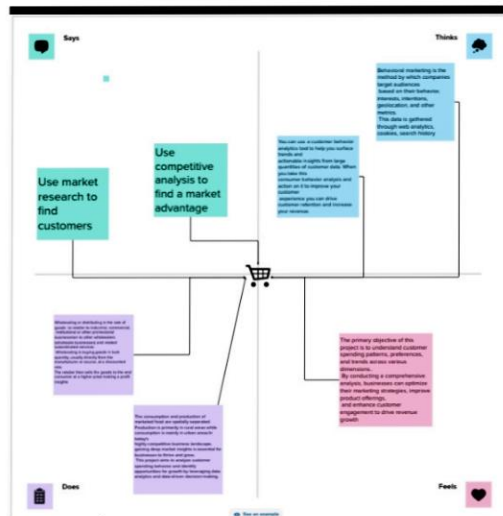
1.2 PURPOSE;

The goal of the field of market insights is to learn about and analyse the market. Data on the market, consumers, and competitors must be gathered, analysed, and interpreted by individuals in this role

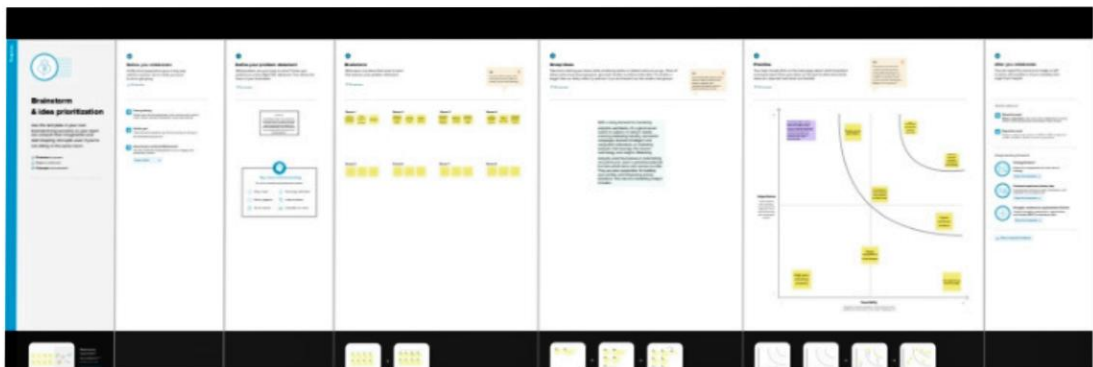
PROBLEM DEFINITION & DESIGN THINKING;

2.1 EMPATHY MAP;

2. EMPATHY MAP



2.1 Ideation & brainstorming map

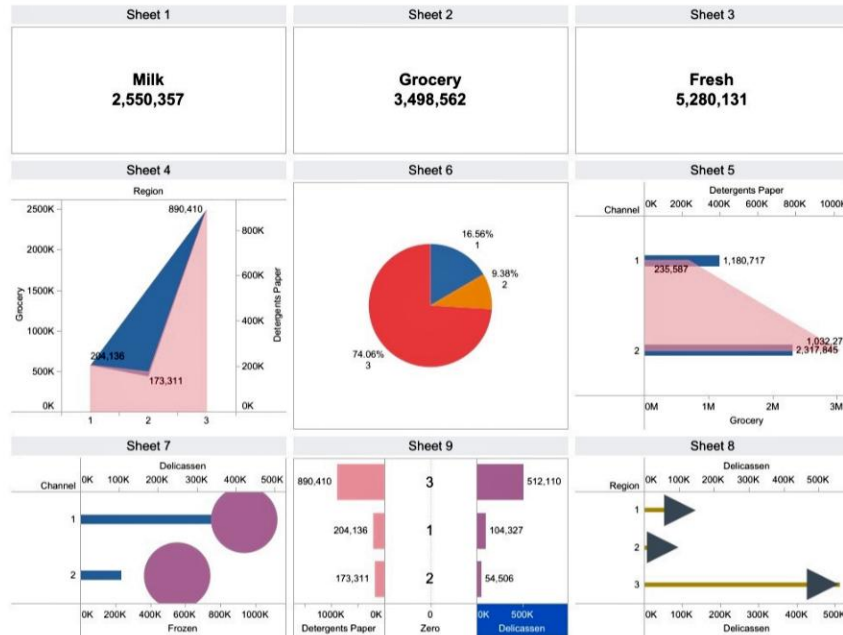


Result;

Story 1

Region wise detergent paper and g..	Channel wise detergent paper and grocery	Region wise Milk	Channel wise Delicassen and frozen	Region Wise Delicassen	Region wise Delicassen and detergent paper	Wholesaler Customer Analysis Dashboard
-------------------------------------	--	------------------	------------------------------------	------------------------	--	---

Wholesaler Customer Analysis



Advantages & disadvantages;

Advantages;

Market research will help identify and highlight the basic needs of your target audience to improve customer service strategies. Understanding how you can attract attention and be remembered by potential buyers will ultimately benefit you.

Disadvantages;

- Can be expensive. Implementing a market research strategy can be expensive, especially for smaller businesses. ...
- Requires significant time investment. ...
- May only target a small population. ...
- Need personnel to conduct research.

Application

The responsiveness and design of a dashboard for this project is crucial to ensure that the information is easily understandable and actionable. Key considerations for designing a responsive and effective dashboard include user-centered design, clear and concise information, interactivity, a data-driven approach, accessibility, customization, and security. The goal is to create a dashboard that is user-friendly, interactive, and data-driven, providing actionable insights.

Conclusion;

Summarize the target market, the offer, and the communication plan. Your conclusion should remind the reader of all the reasons why your plan is the best choice. Of course, the written plan is itself a marketing tool.

Future scope;

Marketers are already focusing on user-generated content by running social media polls, quizzes, and other interactive ways to get their followers to share a story. It helps the marketer gain higher traction and ensures the brand reaches a broader audience thanks to the word-of-mouth promotion.

generated
challenges
followers to
traction and
thanks to