

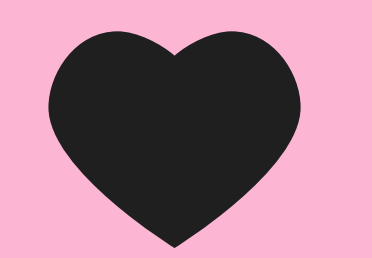
# EMPATHY MAP



Says



Thinks



Feels



Does

UNVEILING MARKET INSIGHTS

Customers are price conscious, so good offers attracts more customers.

Market should be easily accessible by the customers.

Customer Friendly environment is needed for being successful.

Better advertisements campaigns are needed.

Wide ranges of offers in selective commodities, increases the sales.

Companies should take ethical risks in market to be successful for a long time.

Customers always tends to compare prices between products in online and offline

Market trend should be analysed for bringing new products.

People are very loyal once they get attached to a product & it's so hard for them to move away from it.

Identified areas of improvement in many products by customer feedbacks.

Companies shouldn't make a move in urge without proper planning and analysis.

Competition between offline & online markets should ensure a sustainable growth.