



**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?

Wholesale market is to buy cheap and then sell the products at a higher price to maximize profit margins

Wholesale distribution plays a significant role in the economy ,accounting for more than 400,000 establishments with combined sales of about \$9 trillion in the US alone

Both import and export wholesale are available

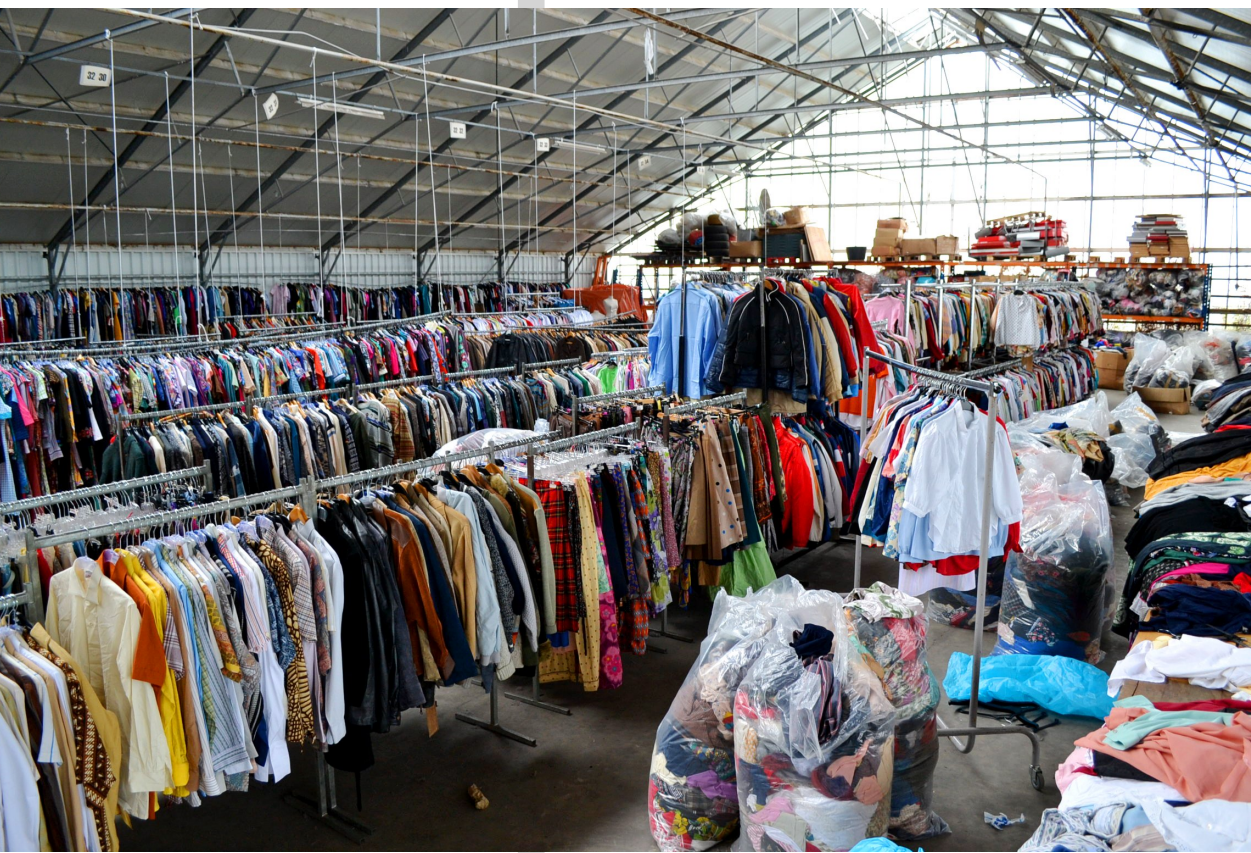
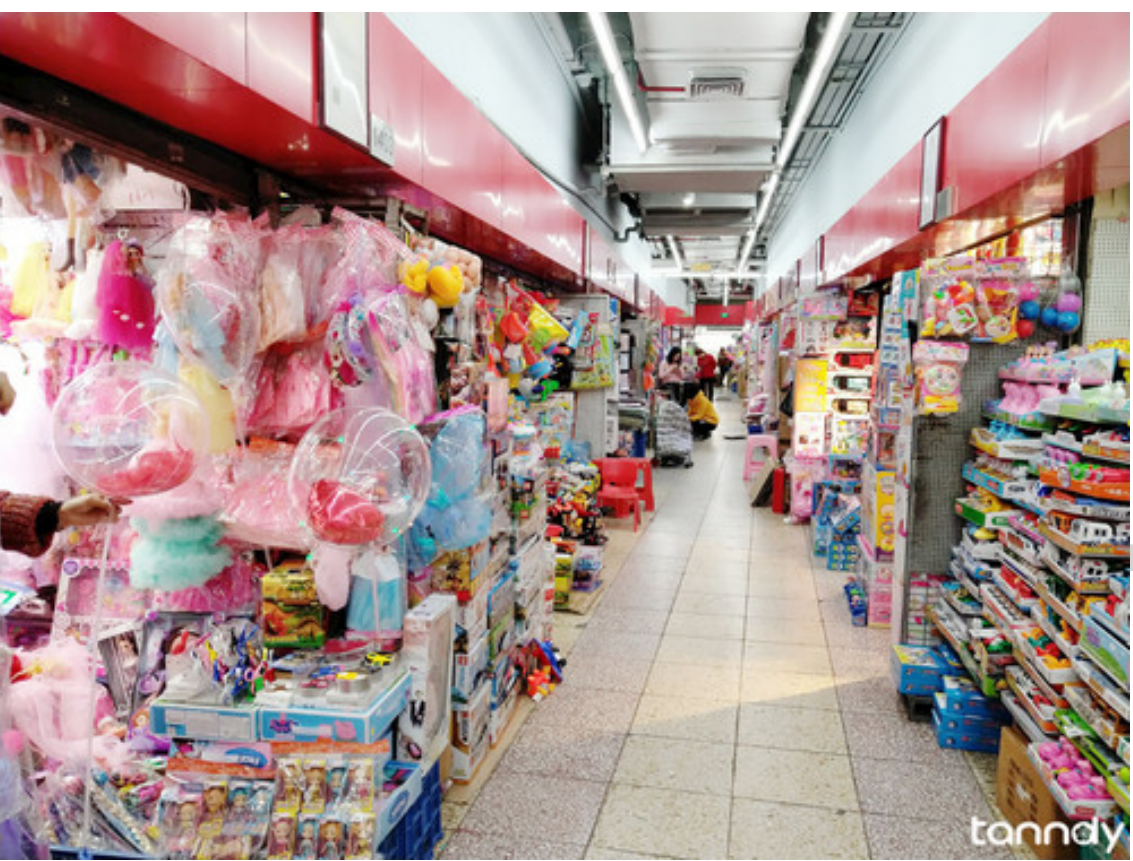
Wholesale market in india is sadar market in delhi is the largest wholesale market for domestic goods in asia

Wholesale price are typically much lower than the retail prices ,because retailers are offered a discount in exchange for agreeing to purchase a large amount of product

Wholesalers are online directors,google,US customs database

India's top most import products are mineral fuels,gems, metals,electrical machinery,equipments

India's top most export products are engineering goods,petroleum products ,gems and jewelry,electronic goods,cotton yarn,fabrics



Streamline your operations

Provide outstanding customer service

More discount and allowance

Profit margin is fixed

Offer special discounts to new buyers

Advertise a few gift with every new buyer's first purchase

Less marketing and advertisement

It does not require special skill



**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?