



Says

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

Apple has revolutionized communication,games and more

The rapid growth in india comes as apple ramps up its prescence

India becomes apple's fifth largest iphone market

India contributed close to 4%of all iphone sales.



Thinks

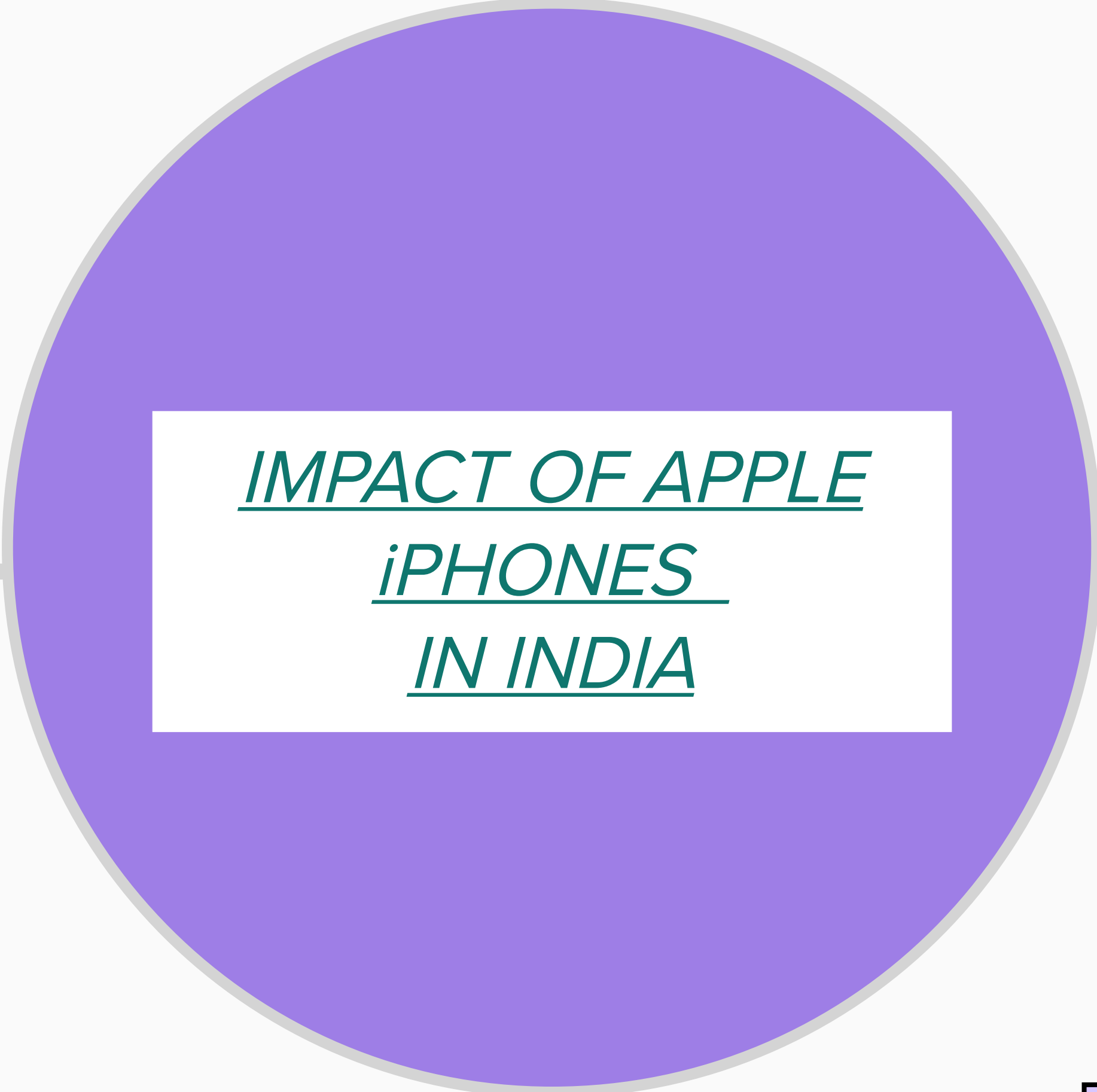
What are their wants, needs, hopes, and dreams?  
What other thoughts might influence their behavior?

People likes apple iphone because of its quality

Most iphone users prefer it for its simplicity,stability and durabiity

The touchscreen device is a combination of a widescreen ipod,mobile phone and internet browser.

iphones are perfect balance of beauty and Technology



Feels

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

Apple opened its first physical stores in india last april

iphone made people web browsing useful

iphone opened a whole new world for the user

iphones removed need to open a web browser

The first industry wide factor is the growth in The premium market in india

Analysts are excited about the prospects of India for apple

Apples growth story inindia has been a combination of companys overall strategy

Analysts at the investment bank forecast revenue growth over then next 10 years in India to stand at \$40 billion



Does

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