

UNVEILING MARKET INSIGHTS : ANALYSING SPENDING BEHAVIOUR AND IDENTIFYING OPPORTUNITIES FOR GROWTH

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INTRODUCTION

Marketing is a form of communication between a business house and its customers with the goal of selling its products or services to them. Goods are not complete products until they are in the hands of customers. Marketing is that management process through which goods and services move from concept to the customer.



Use this template in your own brainstorming sessions so your team can unleash their imagination and start shaping concepts even if you're not sitting in the same room.

 10 minutes to prepare
 1 hour to collaborate
 2-8 people recommended

A little bit of preparation goes a long way with this session. Here's what you need to do to get going.

- Team gathering**
Define who should participate in the session and send an invite. Share relevant information as pre-work ahead.
 - Set the goal**
Think about the problem you'll be focusing on solving in the brainstorming session.
 - Learn how to use the facilitation tools**
Use the Facilitation Superpowers to run a happy and productive session.
- [Open article](#) ➔

Marketing used to create awareness for the brand, in this process they facing lot problems.

- Stay in loops.
- Encourage solid ideas.
- Defer judgment.
- Listen to others.
- Use few words.
- If possible, be visual.

RANJINI M

- High completion
- High revenue
- More share

DHIVYASHREE S

- Marketing to reach target
- Customer service
- Increase gross profit

DEIVANA N

- Strong sales
- Strong network
- Strong learning skills

THIRISHA B

- Strong financial skills
- Strong management
- More share completion

TIP
You can select a sticky note and hit the period (.) to insert a slash (/) or the asterisk (*) to insert a star.

high
competition is
the main
problem in
this field

upfront cost is high, no promise of future success

Offers from the competitor is also create problems

skilled labour
sources are
need to this
type of job

communication
between
customer and
company

Importance

affordability or convenience
social desirability
new market

Feasibility

scalability
replicability
sustainability

add-on services
differentiation
new market

new service
new product
new market
new revenue

existing customer
existing market
existing revenue



existing customer
existing market
existing revenue
existing business model

Tip




Participants can use their numbers to point at where sticky notes should go on the grid. The facilitator can confirm the spot by using the laser pointer (holding it *in* here or the *back*ward).

After you collaborate

- Quick add-ons**

 -  **Share the mural!**
Share a link to the mural with collaborators to keep them in the loop about the outcomes of the session.
 -  **Export the mural**
Export a copy of the mural as a PDF or PPTX to attach to emails, include in slides, or save to your drive.

Keep moving forward

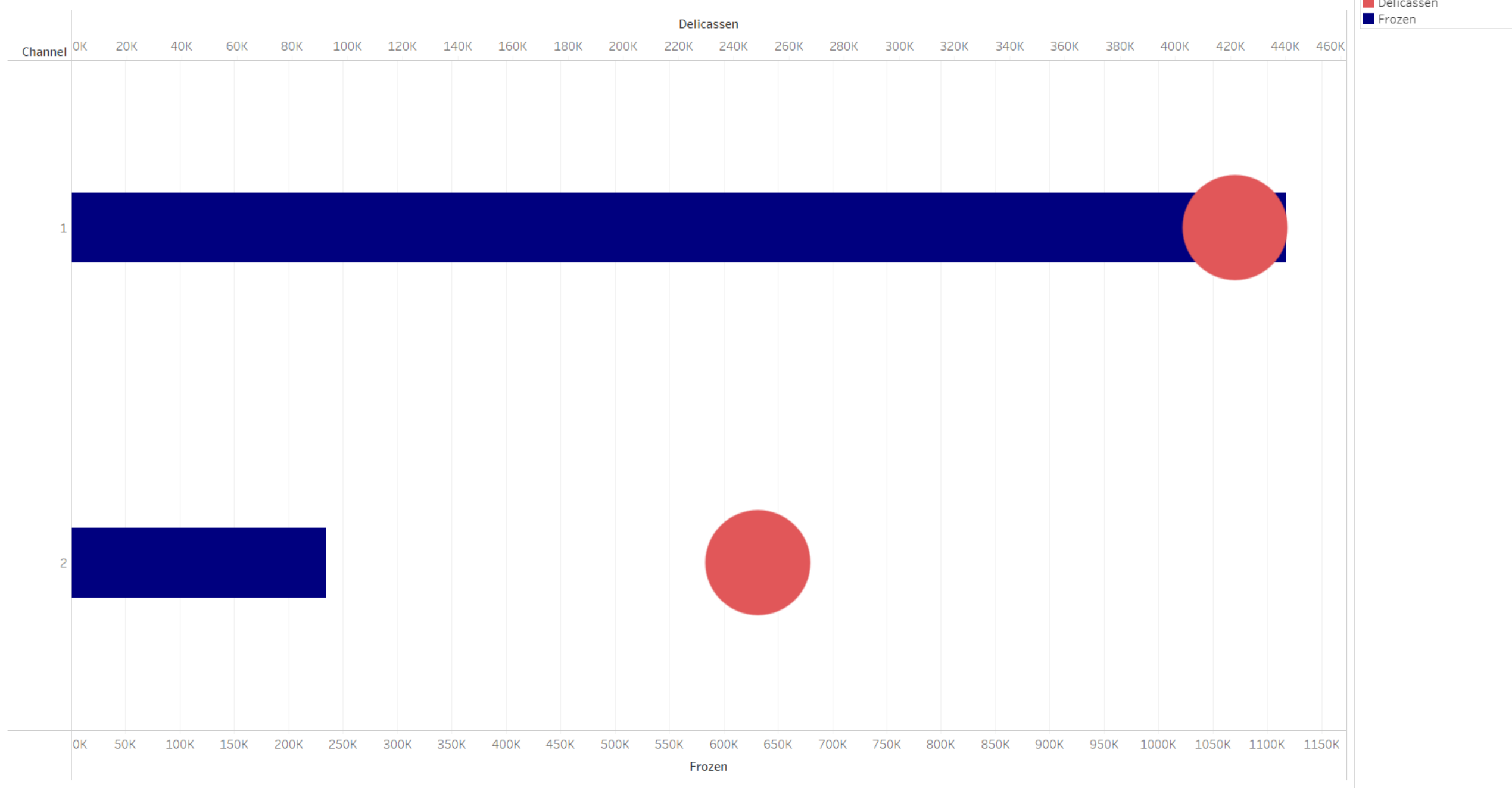
 -  **Strategy blueprint**
Outline the components of a new idea or strategy.
[Open the template →](#)
 -  **Customer experience journey map**
Understand customer needs, motivations, and obstacles for an experience.
[Open the template →](#)
 -  **Strengths, weaknesses, opportunities & threats**
Identify strengths, weaknesses, opportunities, and threats (SWOT) to develop a plan.
[Open the template →](#)

[Share template feedback](#)

Sheet 1

FRESH
52,80,131





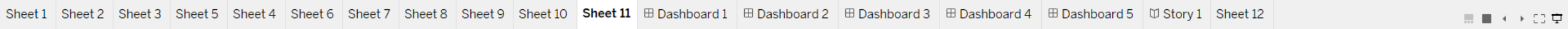


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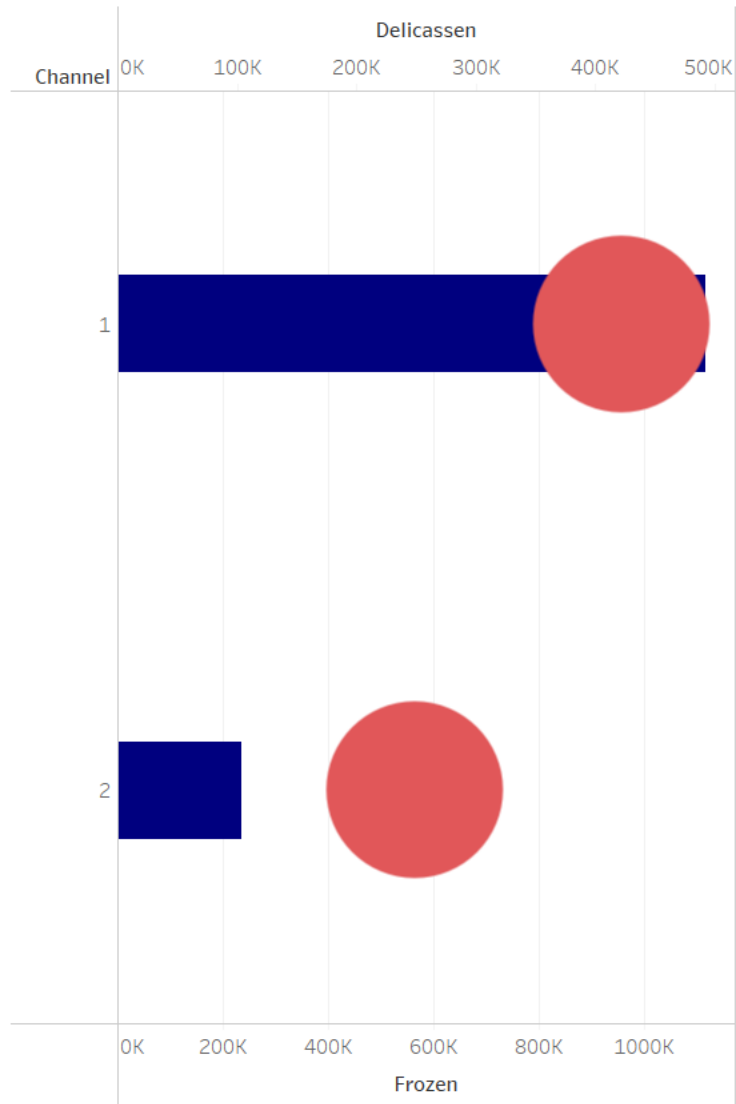
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Measure Names

Detergents Paper



Sheet 8



Sheet 9

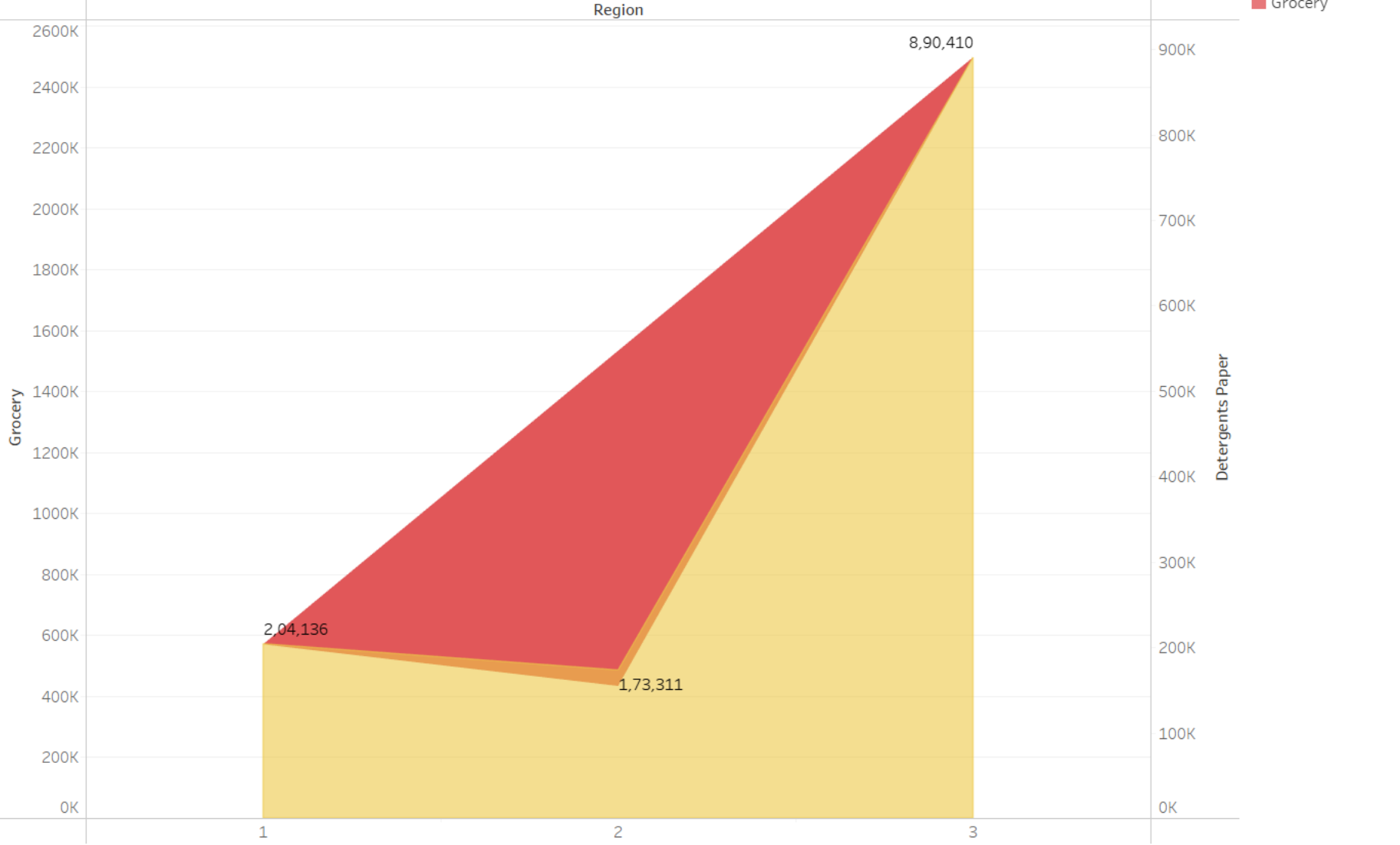


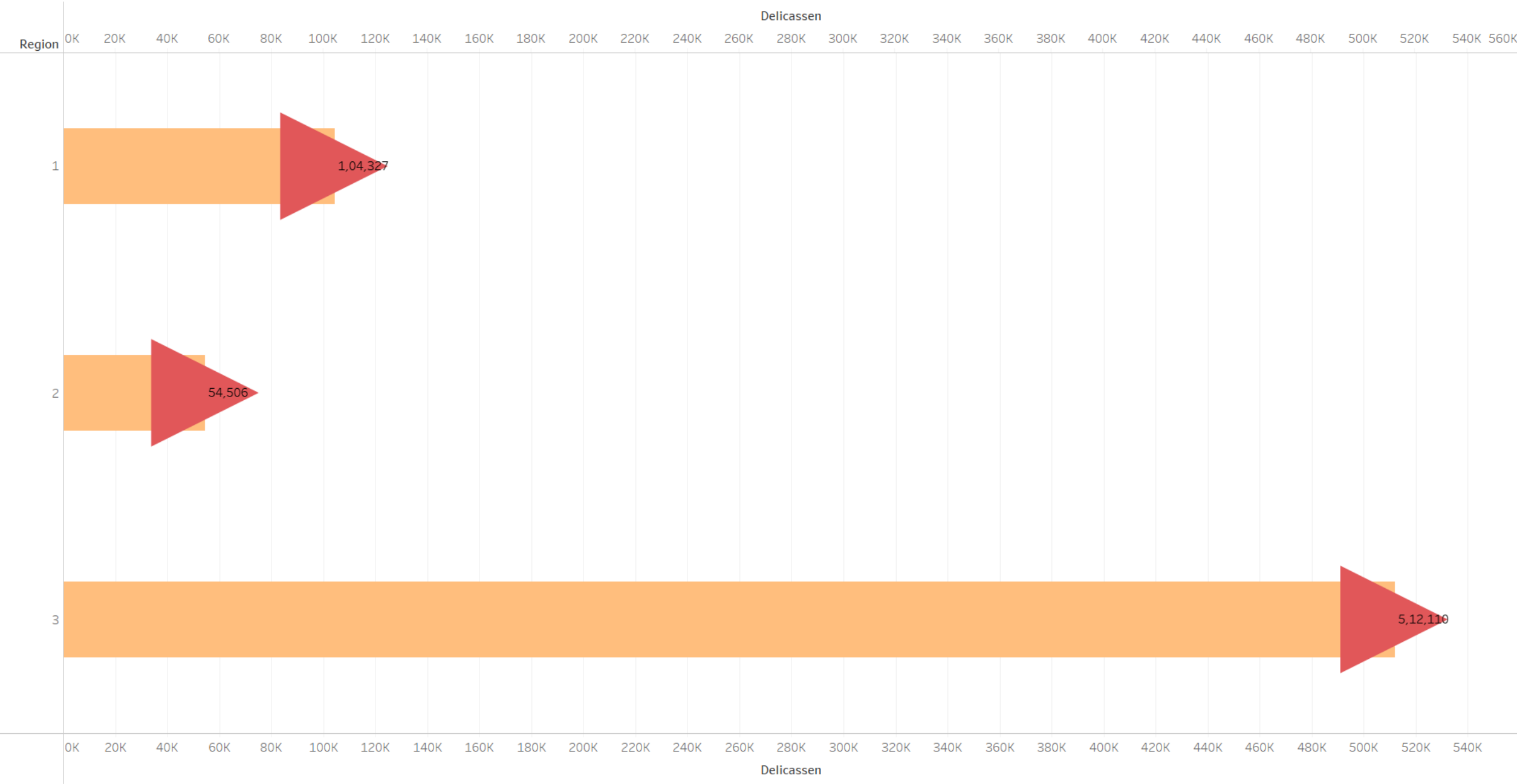
Measure Names

- Delicassen
- Frozen

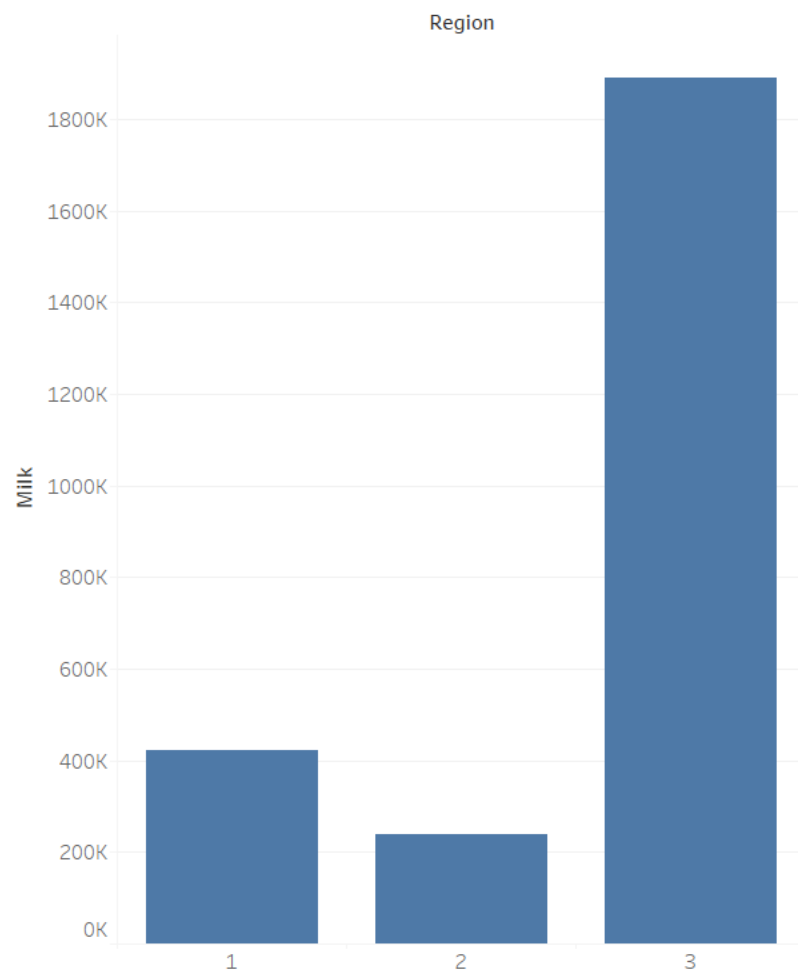
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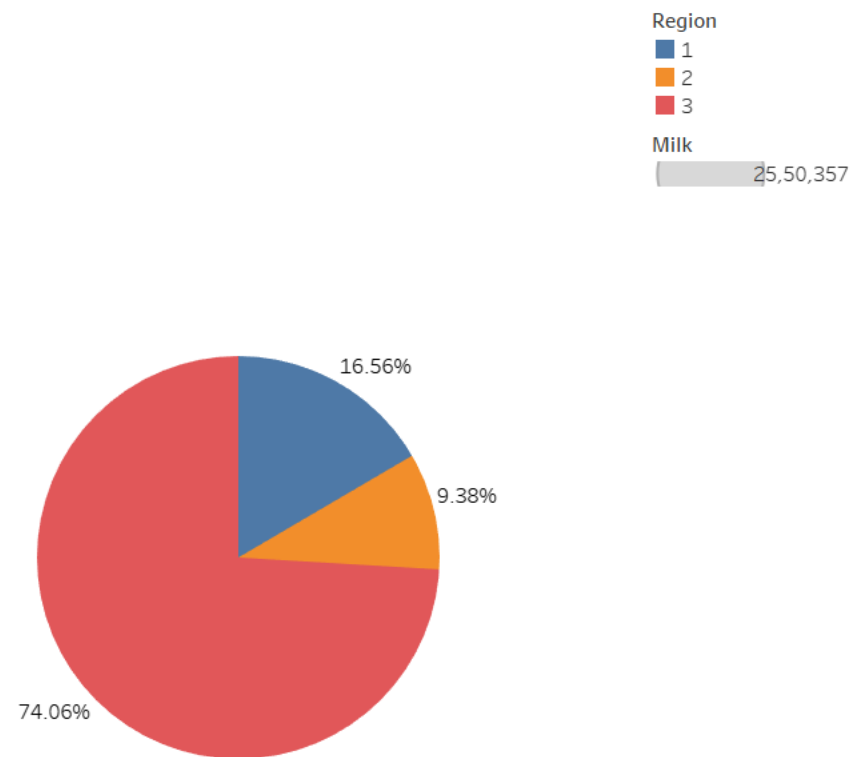


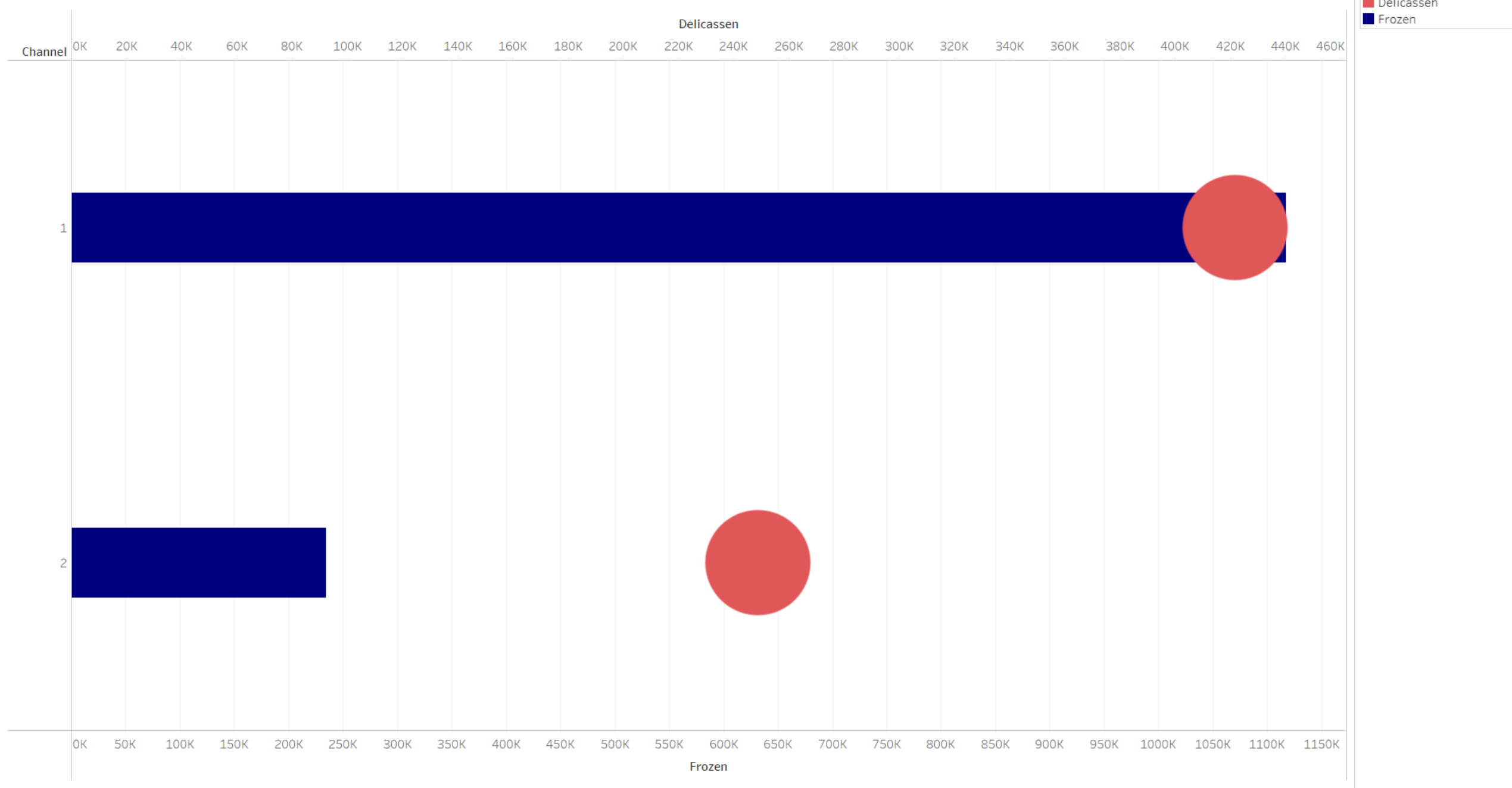


Sheet 5



Sheet 6

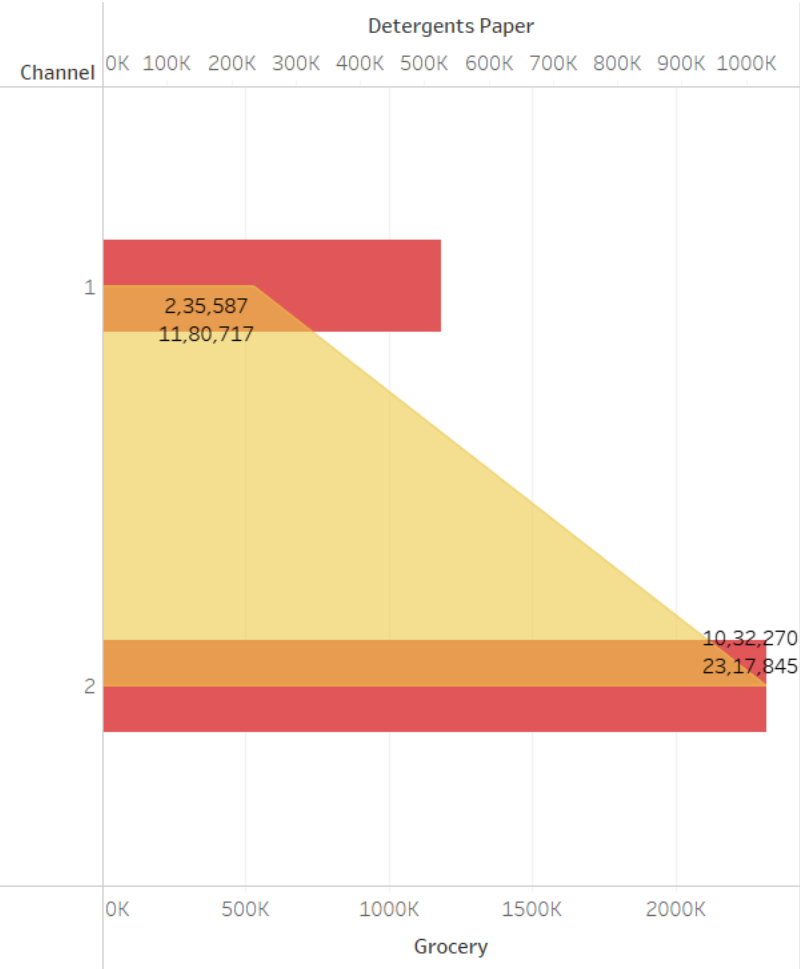




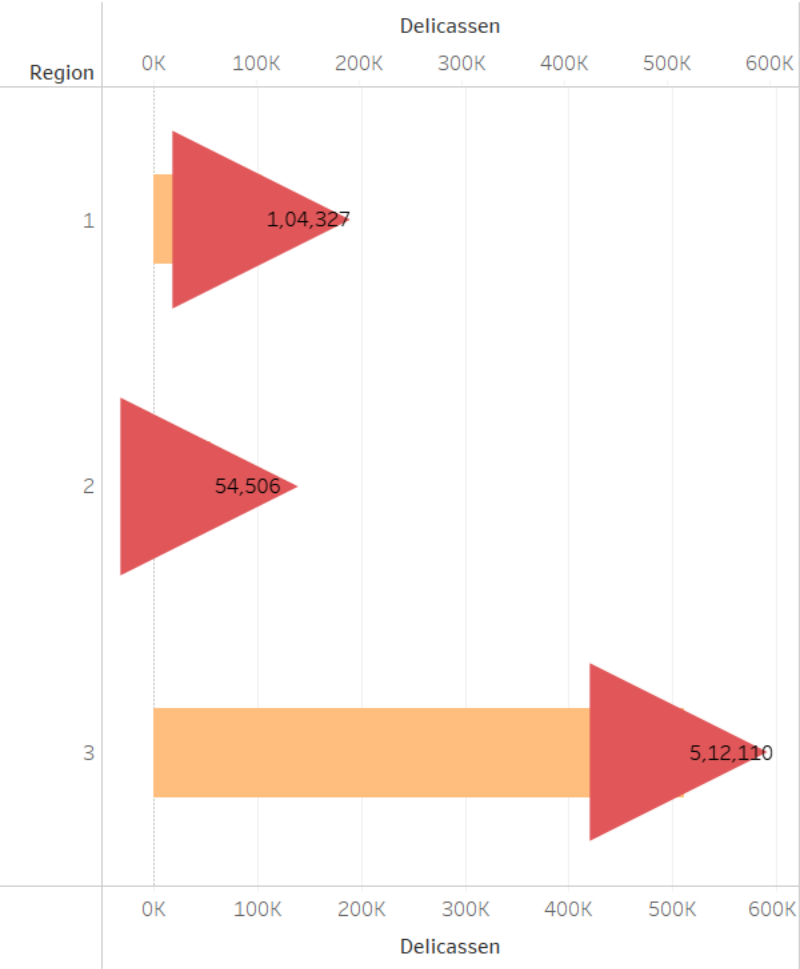
Story 1



Sheet 11



Sheet 10



Measure Names
Detergents Paper
Grocery