



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?



Does

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



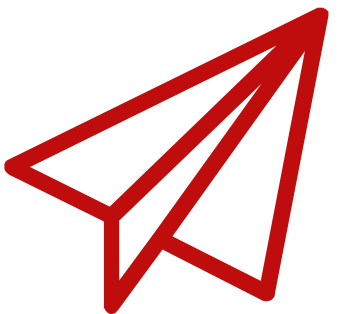
Feels

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



IPHONE IS  
THE  
NUMBER  
ONE BRAND  
IN INDIA

IPHONE WAS  
THE FIRST  
MOBILE  
PHONE TO USE  
MULTI-TOUCH  
TECHNOLOGY



LARGE PART  
OF  
THE LUXURY  
MARKET \$

THAT USE  
APPLE'S  
OWN IOS  
MOBILE  
OPERATING  
SYSTEM.

ADVANCED  
FUNCTIONS  
WERE HARDER  
TO USE AND  
INCONVENIENT  
ON A SMALL  
SCREEN.

MORE  
FECILITIES  
ARE  
AVAILABLE  
IN IPHONE



ECCONOMYCAL  
STATUS WILL  
IMPROVED IN  
INDIA



IF IPHONE  
COMPANY WILL  
LANCH IN  
INDIA THEN  
OTHER ALL  
COMPANY'S  
WILL BE DOWN

THIS THE  
FIRST  
LOGO FOR  
IPHONE  
COMPANY



THIS  
COMPANY  
ALWAYS  
GIVE THEIR  
PRODECT  
UNIQUELY

THIEFS  
ARE  
LIKE'S  
IPHONE

CAN'T USE  
IPHON  
NORMALLY  
LIKE'S  
ANDROID  
MOBILE



MIDDLE  
CLASS  
PEPOLES  
CAN'T  
BUY