



Says

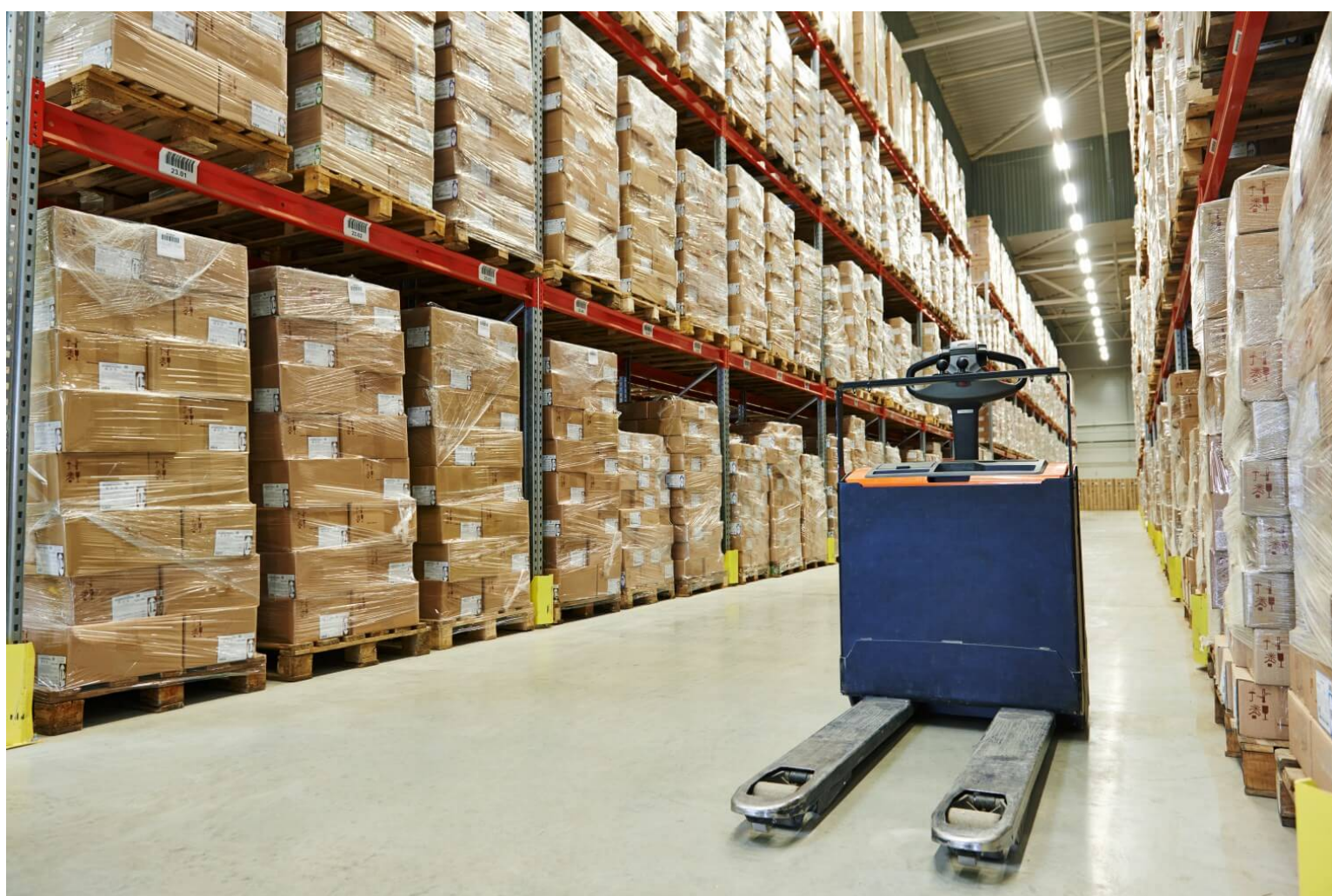
What have we heard them say?
What can we imagine them saying?



Thinks

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

1.Wholesale distributing.



1.Identify the products on demand

2.Improve sales with attractive offers.

3.Buy in bulk quantity.

2.Consuption and production of marketed food.



3. Improve customer services.



Spending behaviour

1.Invest in essential goods.

1.Difficult to maintain storage unit



2.choose products with High profit.

2.Fluctuations in Product price



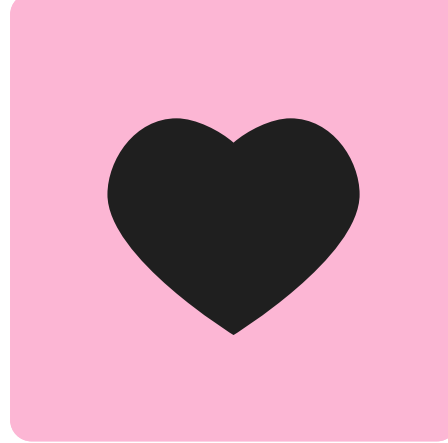
3.Identify the cheapest manu-factures.

3.Over demand for some products with less stocks.



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?