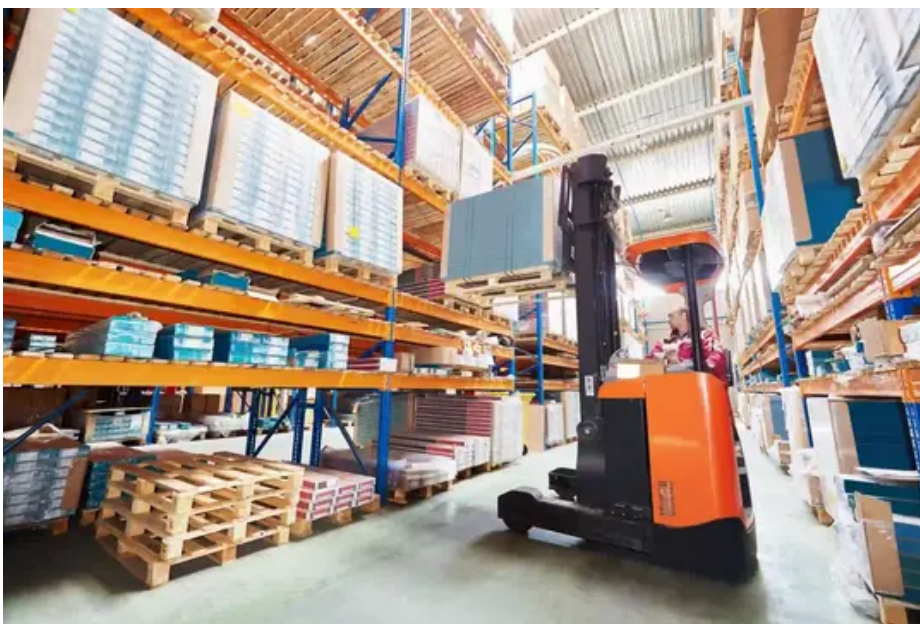


Says

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?



Furniture business,
stationary business,
textile business,
organic food business,
snack distribution
business, etc

Market
should be
large to sell
any products

The storage of
goods is needed on
account of time lag
between production
and consumption of
goods

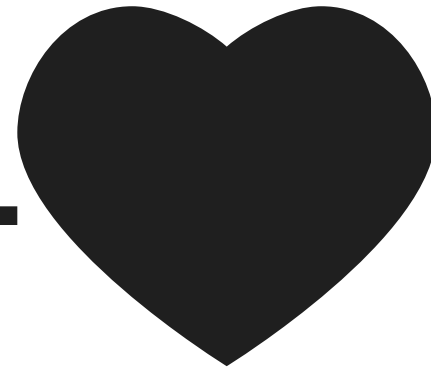
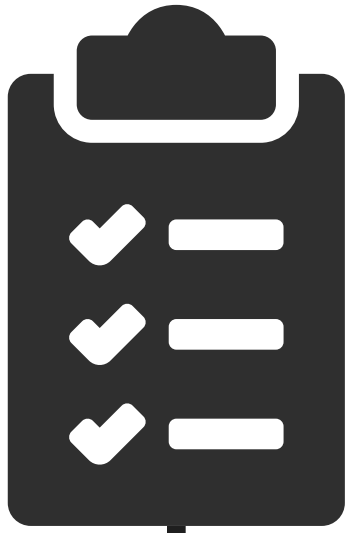
Implementing
new strategies to
increase sales
and profitability

Buying goods in
discounted price
from manufactures
and selling them to
retailers

sales the
goods in
demanded
areas

Happy
about
customer's
satisfaction

Worry
about
unsold
goods



Ensuring a
seamless supply of
goods, maintaing
partnerships and
promoting
products

Expecting
good profits
in sales of
products

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?

