



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?



Surya SuperMarket

Choose a prime location for your supermarket, considering factors such as accessibility, foot traffic, and proximity to residential areas to maximize customer convenience.

Stock a wide variety of products, including fresh produce, groceries, household items, and specialty goods, to cater to the diverse needs of customers.

Ensure the quality and freshness of perishable items through rigorous quality control measures, regular inspections, and partnerships with reliable suppliers.

Implement an efficient supply chain system to minimize stockouts, reduce wastage, and ensure a steady flow of goods to meet customer demand.

Utilize technology for inventory management, point-of-sale systems, and customer loyalty programs to streamline operations and enhance the overall shopping experience.

Run regular promotions, discounts, and loyalty programs to attract and retain customers, fostering brand loyalty and encouraging repeat business.

Maintain a clean and organized store layout for a pleasant shopping experience, making it easy for customers to navigate aisles and find products.

Provide excellent customer service with knowledgeable and friendly staff, offering assistance, resolving queries, and ensuring a positive shopping environment.

Engage with the local community through sponsorships, events, or charitable initiatives to build a positive brand image and strengthen ties with customers.

Establish an online presence through a user-friendly website or mobile app, offering features like online ordering, home delivery, and digital promotions to cater to modern consumer preferences.

Implement sustainable practices, such as reducing plastic usage, recycling initiatives, and sourcing eco-friendly products, to appeal to environmentally conscious consumers.

Conduct regular market analysis to stay updated on consumer trends, preferences, and competitors, allowing for strategic adaptation and continuous improvement in your supermarket business.



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?