



Says

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



Thinks



Type your paragraph...

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

Competitor research focuses on the competition to help you gain insights into how your company can pull ahead

Developing products calls for market research first to ensure the concept has value and then to refine the product over time.

An important type of market research, especially for new businesses, is customer segmentation.

Thinks about getting the best value for their money when purchasing goods in bulk.

A Market Insights expert must be able to break down data and draw out relevant information. It's essential to have the ability to differentiate between hidden patterns and a broader context.

Might be looking for deals or discounts to increase their profit margin.

Researches and compares different wholesalers to make informed decisions.

Networks with other business owners and professionals to exchange insights and recommendations.

Places orders based on market demand and sales forecasts.

Feels the pressure to make informed decisions to ensure their business's success.

May feel frustrated when faced with inconsistent product availability or delays in deliveries.

Relieved and satisfied when they find a reliable wholesaler who meets their needs.



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?