

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?

jobbers make daily deliveries of products to retailers.

lower cost of business.

Increased reach to the customers.

Inventory storage cost .

Storage capability.

Getting employment opportunities either directly or indirectly.

BENSTAR
MARKETING
CORPORATION

They read all the terms and services regarding to the business.

The consumers were excited.

Fear of loss of money.

They earn more profit when their product reach to the consumers fastly.

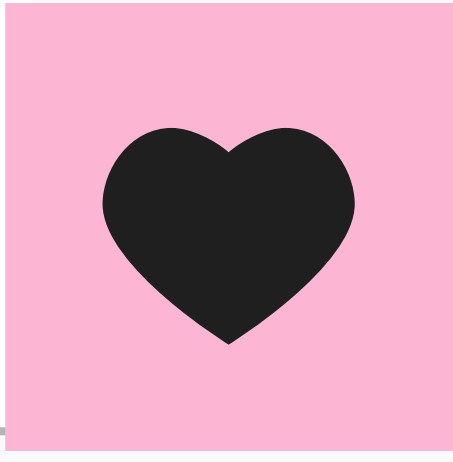
To start a business it requires a lot of investment.

Business is not easy to handle by everyone.



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?

[See an example](#)