



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?

DISCOVERYOF
A RELEVANT,
ACTIONABLE

PREVIOUSLY
UNREALISED
REALITYABOUT
TARGET

RESULT OF
SUBJECTIVE
DATA
ANALYSIS

DISTRIBUTING THE
WHOLESALE OF RETAILER
TO
INDUSTRIAL,COMMERICAL
ETC.,,

WHOLESALE
IS BUYING
GOODS IN BULK
QUANTITY
DIRECTLY FROM
MANUFACTURE

RETAILER
SALES THE
GOODS TO
THE END



CONSUMPTION
AND
PRODUCTION
OF MARKETED
OR SEPERATED

MAINTAIN A
CUSTOMER-
CENTRIC
APPROACH

PRODUCTION
IS MAINLY
CONSUMED
BY RURAL
AREAS

MARKET
INSIGHTS IS
ESSENTIAL
FOR BUSINESS
GROWTH

IDENTIFY
OPPORTUNITIES
FOR BUSINESS
GROWTH

REDUCE
RISKS BY
TESTING
CONCEPTS



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?