

## 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?



we analyses the estimation of business expenses about setting up of a pharmacy.

It costs arounds Rs:15 - 20 lakhs for setting up a pharmacy.

Pharmacy is very much useful for public in large to buy medicines.

It is also includes more modern services relates to healthcare including clinical services.

On a average a pharmacy shop owner earns about 20 to 25 percent margin on his daily sales Shop location must be in a crowded area to have good



K. ANUSUYA

**EMPATHY MAP** estimation of business expenses

Open a pharmacy nearby a

hospital.

Manage stockholding of expensive medicines to increase the profit level.

Give medicines at affordable price. it help to advertise about the pharmacy.

The medicines are safe because the medicines sold approved by the government.

They will sell the medicine for better affordable

Peoples feels easy to buy medicines in pharmacy.



## Does

What behavior have we observed? What can we imagine them doing?



See an example

**Feels** 

What are their fears, frustrations, and anxieties? What other feelings might influence their behavior?

