



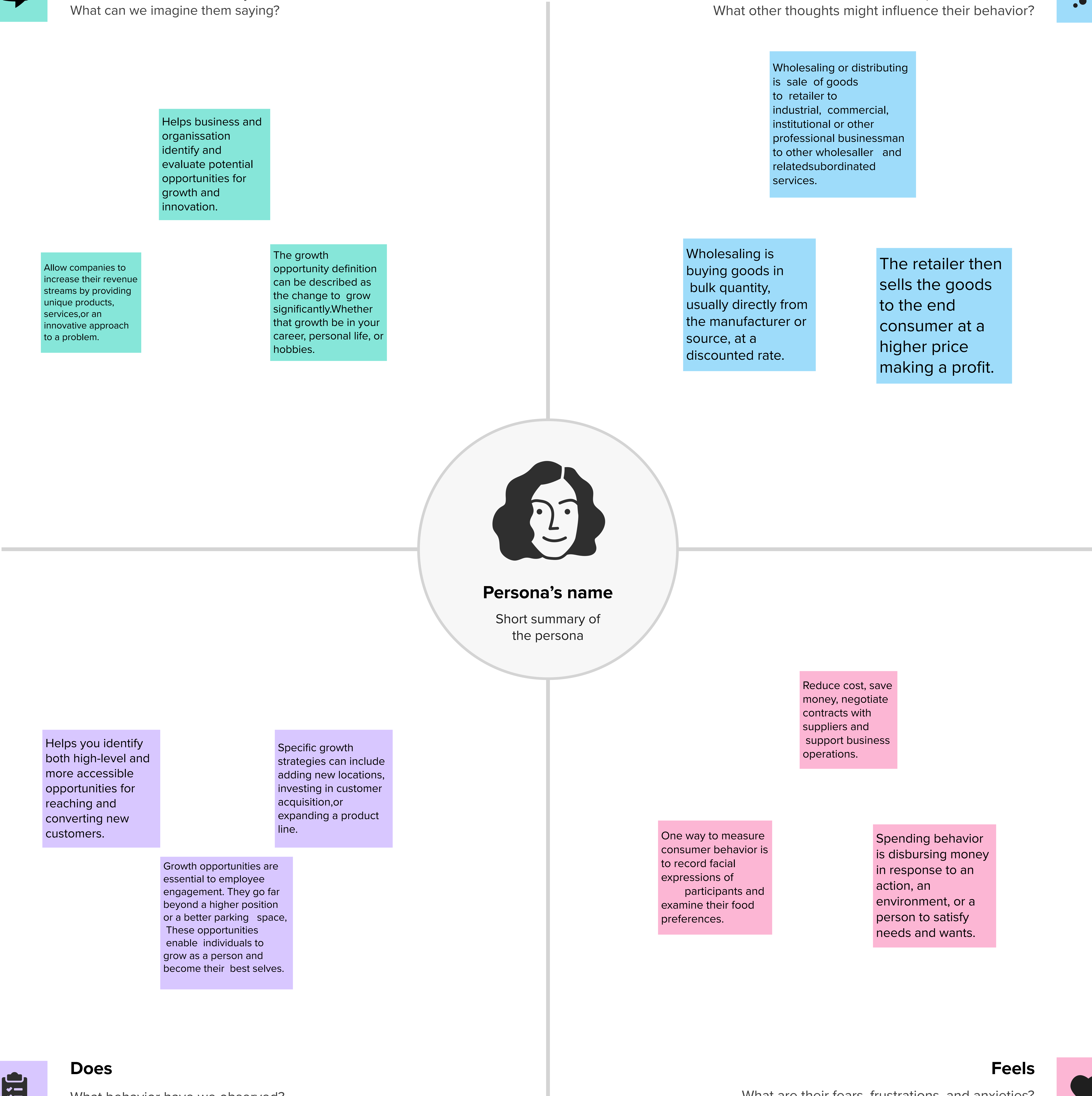
Says

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?



Helps business and organisation identify and evaluate potential opportunities for growth and innovation.

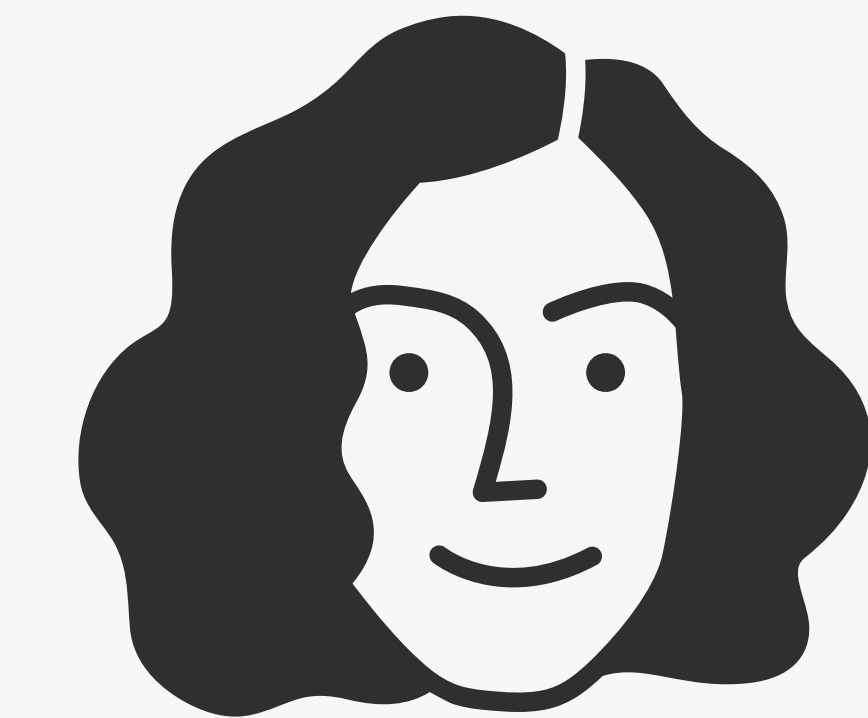
Allow companies to increase their revenue streams by providing unique products, services, or an innovative approach to a problem.

The growth opportunity definition can be described as the change to grow significantly. Whether that growth be in your career, personal life, or hobbies.

Wholesaling or distributing is sale of goods to retailer to industrial, commercial, institutional or other professional businessman to other wholesaler and relatedsubordinated services.

Wholesaling is buying goods in bulk quantity, usually directly from the manufacturer or source, at a discounted rate.

The retailer then sells the goods to the end consumer at a higher price making a profit.



Persona's name
Short summary of the persona

Helps you identify both high-level and more accessible opportunities for reaching and converting new customers.

Specific growth strategies can include adding new locations, investing in customer acquisition, or expanding a product line.

Growth opportunities are essential to employee engagement. They go far beyond a higher position or a better parking space, These opportunities enable individuals to grow as a person and become their best selves.

Reduce cost, save money, negotiate contracts with suppliers and support business operations.

One way to measure consumer behavior is to record facial expressions of participants and examine their food preferences.

Spending behavior is disbursing money in response to an action, an environment, or a person to satisfy needs and wants.



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?