



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?

Spending on employees benefits

By making investment in the business development

Reducing operational cost and increasing the revenue per uit.

Prepare annual,monthly budget,target and also track the process with weekly review.

surround yourself with the right people

By using alternate fuel than that of conventional one.



Takes an in depth understanding of your strengths, weaknesses and opportunities

Companies need to be transparent about their histories and practices to gain their consumers’ trust.

Focus on social media. Nowadays social media plays an important role.

Keep Track of Your Spending Habits

Fear of committing to business expenses.

customer feedback analysis method, you can collect valuable insights that'll help you make the right business decisions



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?