



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?

unveiling market insights  
analysing spending behaviour  
and identifying opportunities  
for growth.

a distributor works closely with a manufacturer in order to sell more goods and gain better visibility on these good.

data analysis is the process of inspecting clensing transforming and modeling.

the external data collected by a company about a specific market which it wishes to enter to make decisions.

wholesaling or distribution

data analysis

market intelligence

Acquiring goods storing them preparing them for sale to their customers and then delivering them.

identify business.collect and store data.

developing and executing strategies to promote brands products and services maximizing profits for the company

wholesaling is distributing goods in bulk to a retailer for repackaging and resale in smaller quantities and at a higher price

gather and interpret data in order to solve a specific problem

a vital aspect to understand the state of the market .as well as helps collect competitor intelligence which in turn aids towards becoming profitable



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?