

Unveiling Market Insights

INTRODUCTION:

Overview:

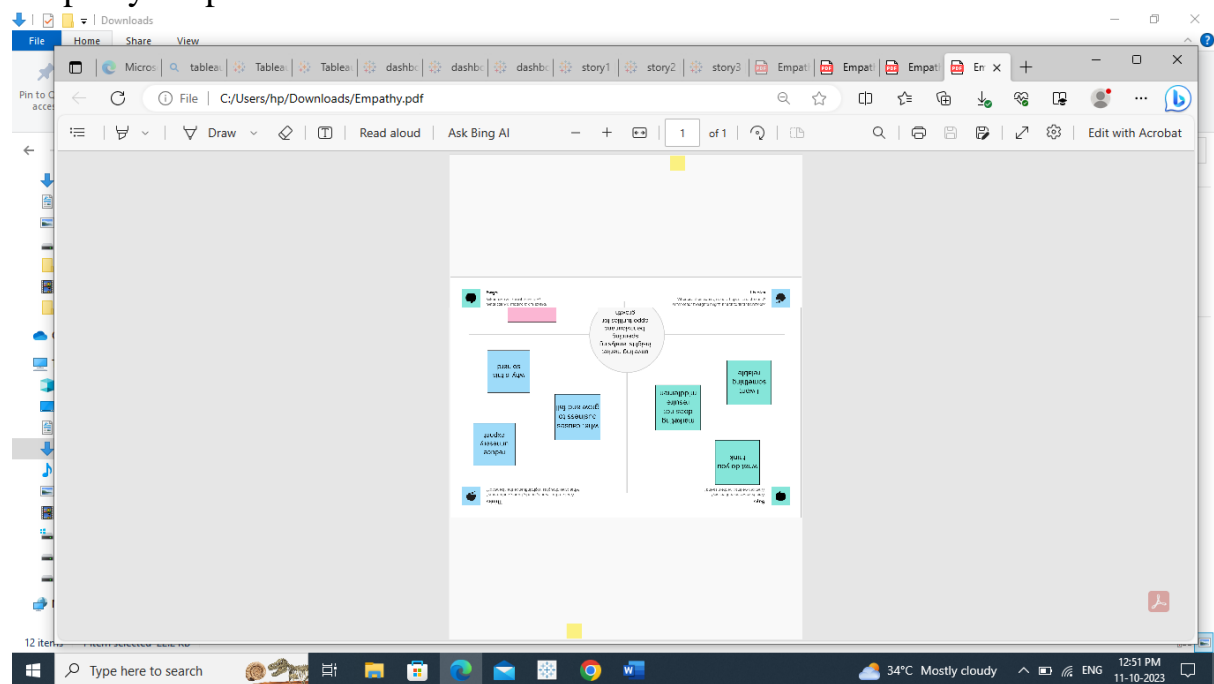
Wholesaling or distributing is the sale of goods or merchandise to retailer to industrial, commercial, institutional or other professional businessman (wholesale businesses) and related subordinated services. In general, it is the sale of goods in bulk to anyone, either a person or an organization, other than the end consumer of that merchandise.

Purpose:

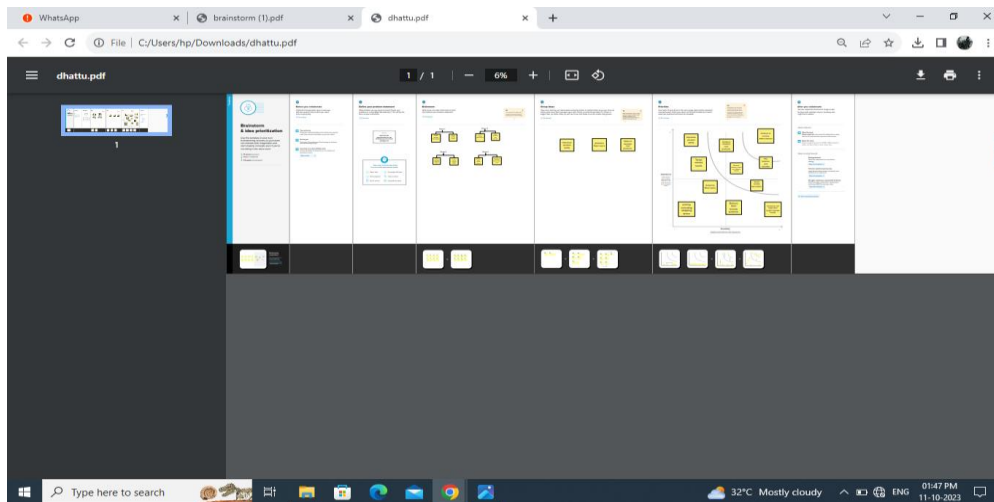
Wholesaling is buying goods in bulk quantity, usually directly from the manufacturer or source, at a discounted rate. The retailer then sells the goods to the end consumer at a higher price making a profit. The consumption and production of marketed food are spatially separated. Production is primarily in rural areas while consumption is mainly in urban areas.

PROBLEM DEFINITION & DESIGN THINKING:

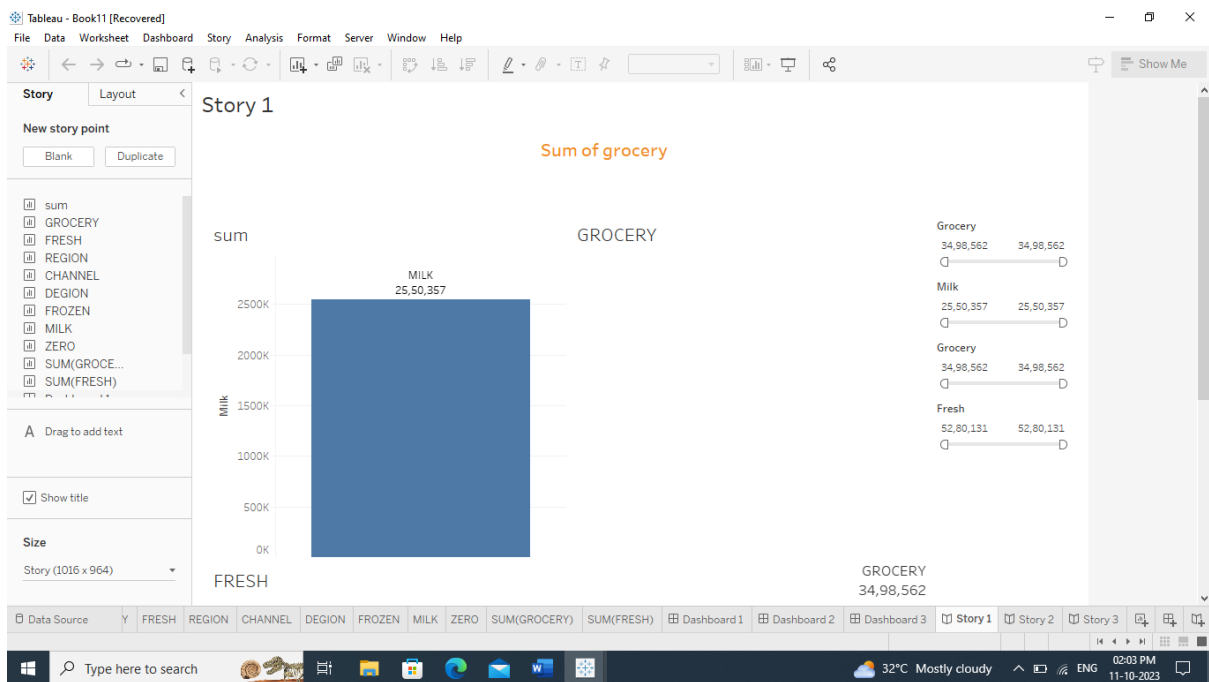
Empathy Map:



Ideation & Brainstorming Map:



RESULT:



2.Brokerage commissions kill profit margin

3.Time consuming

APPLICATIONS:

1.Online Advertising

2.Email Marketing Campaigns

3.Personalized User Experience

CONCLUSION:

The purpose of this project is that we found the published books about the marketing of shoes and real marketing of shoes selling are very different. Those published books were so theoretic and to difficult that public couldn't understand.

FUTURE SCOPE:

All of marketing, the market is moving fast and furious reaching out the mass of audience at -a-time. If we enlist the impacts of marketing, they will find a two-fold impression of marketing.
