



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?

Market analysis is crucial for making informed decisions about our business

Market analysis is like a roadmap for our business journey.

It's a key factor we consider before investing in a company

It helps us identify our target audience and craft messages that resonate with them

Market analysis is often seen as a way to mitigate risks

Investors often require market analysis to justify their investment decisions.



Unveiling Market Analysis

- Owners
- Investors
- Professionals

Gather data from various sources, including surveys, customer interviews, public databases, industry reports, and internal records.

Market analysis can inspire individuals and teams to think creatively and innovate to stay ahead of competitors

Incorporate feedback from customers and stakeholders to refine market analysis and strategies

Analyze competitors' products, pricing strategies, market share, and strengths and weaknesses

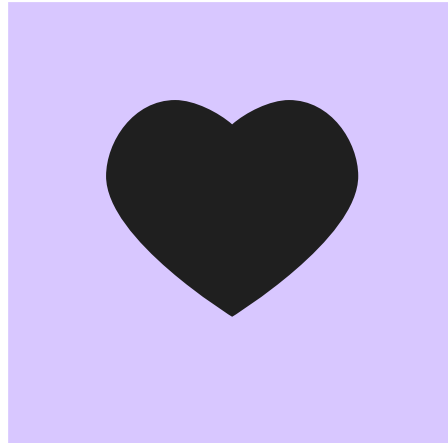
Achieving successful outcomes from market analysis can lead to feelings of satisfaction and accomplishment.

Positive findings from market analysis can motivate teams and organizations to pursue new opportunities or improve existing products and services



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?

[See an example](#)