



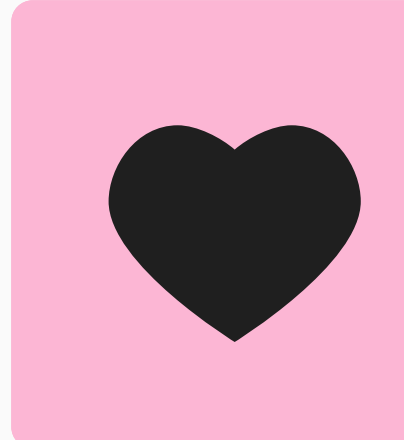
Says

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?



Feels

What are their fears, frustrations, and anxieties?
What other feelings might influence their behavior?

**Unveiling
Market
Insights**

"Convenience
and
accessibility
are important
to me."

"Wholesalers
offer cost-
effective bulk
purchases."

"I prefer to shop
in urban areas
where there's a
wide selection."

"I want quality
products at
competitive
prices."

"Urban living
might be
costlier,
affecting
product pricing."

"Businesses
that understand
my preferences
earn my loyalty."

"Expects
promotions
and
discounts."

"Appreciation
for businesses
that listen to
feedback."

"Shops at
retailers for
convenience."

"May switch
to competitors
if unsatisfied."

"Satisfaction
when I find
value for my
money."

"Frustration
when
products are
unavailable."



Does

What behavior have we observed?
What can we imagine them doing?