

## Says

Tanishq jewellers

are one of the

brands in the

industry

most renowned

What have we heard them say?
What can we imagine them saying?

What are their wants, needs, hopes, and dreams? What other thoughts might influence their behavior?

A shopper's

guide ot

**Thinks** 

The most common mixtures of gold are 14K,18K and 22K

synthetic fabrics

Malabar gold and Diamonds

If your gold jewellery is plated

Precious items of personal decoration



Jewellery shop
TEAM 8
M.Sathya
M.Ponsundari
M.Rajagur
R.Rajakumari

clean your kundan jewellery with clean coltan cloth

To fix clothing or hair in place

Retail jewellery shops

Ajewelry store a pawn shop or a we buy gold dealer wrap your kundan jewelries in a piece of cioth

Always keep your kundan jewelries away from moisture



## Does

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



What are their fears, frustrations, and anxieties?

What other feelings might influence their behavior?

