



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?



we choose
the mani
place to
business

A budget is
an
estimation of
reven

we create a
website for
our business

Traning
expenses for
employee.

A budget is an
estimatoin of
revenue and
expenses

Expenses for
material and
equipments.



GROUP 9
UNVEILING MAEKRT
INSIGHTS

Get a
liscence by
government
approval

Advertise in
local papers,
radio,stations
and
magazines

more
expenses
but benefits

more
rewarding
challenges

Recruiment
and
retainment
for business

This is good
opportunities



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](#)