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?



Thinks

Increase in cost of product for business

Benefits of corporate Independence and control.

Business
expansion is
when a company
is very to grow
into new markets

Invest in reasearch and development

Easy of doing a business

competitive business that don't want to give up there share of market

business expenses

At some point for business, the local market become saturated

Allows them to concentrate on new product development

One important reason why business expansions is positive for small business

Conduct market research.

Expand market reach find new markets



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?

Issues with

stress and

health

