



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?

:how to identify
the target market
with in the total
available market
and serviceable
available market

A market for new
goods and used
goods ,typically
very cheap,or
knock off.

How to research
goal and the
importance of
research design

Identify common
source for
secondary
market research.

A typical
market for
fresh produce
to the farmers
market

A market
focussing on
selling
different sea
foods.

UNVEILING MARKET
INSIGHTS :
ANALYSING
SPENDING
BEHAVIOUR AND
IDENTIFYING
OPPORTUNITIES FOR
GROWTH

It does
consumer
segmentation.

It does
purchase
situation.

A market
which sells
hand _made
,crafted
goods.

develop
strategies for
gaining and
retaining those
customers.

It does the
environmental
analysis

It allows companies
to identify potential
sources of
revenue.its gains a
better understanding
of their target
consumers



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?