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?



A wholesaler invests in buying and storing large amounts of products.

This concept following the success of mass production.

A retailer are the mediator between wholesalers and consumption.

Retailer customers are choosy, wholesale customers are Fast support when thinks go wrong.

Treated as a high value client.

Increase sales without increasing the marketing budget.

The quality of the product matters the most to wholesaler and even more as a customer

Nila

IBG Mart wholesale private limited

Operates in a specific area determined by producers.

Acts as a middleman between the producers and retailers.

Procurement of bulk quantity.

Sell physical inputs or products.

Inventory shortage and overstocking.

Pricing wars /bidding wars for new orders.

Admit fault, own the problem and apologize.

Maintaining customer loyalty.

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?



