



**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 main  
place to  
business

A budget is  
an estimation  
of revenue  
and expenses

We create a  
webite for  
our business

Traning  
expenses for  
employee.

A budget is  
an  
estimation of  
reven

Expenses for  
material and  
equipments.



**Tharun Group**  
UNVEILING  
MARKET  
INSIGHTS

Recruiment  
and  
retainment  
for business

Advertise in  
locl papers,  
radio, stations  
and  
magazines

More  
expenses  
but benefits

More  
rewarding  
challenges

Get a  
liscence by  
government  
approval

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?