



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?



The product  
may be cheap

It is the  
activity &  
buying and  
selling

understanding  
customer  
preferences  
and trends

Making informed  
decisions, the  
power of data  
drive insights

Wholesale only  
need to buy large  
quantities like 1  
dozen etc....

Selling product  
in bulk to come  
retailer as  
highest

Wholesale only  
given to the  
specific person like  
shopkeepers etc...

It shows expand  
the business  
relevance

Seller give the  
products only as  
particular quantity  
or number & things  
that get in

Buying on  
selling goods in  
large quantity

In this wholesale  
products are coming to  
distributor and to retailer  
shopers it comes directly  
to the retailers means  
get low amount to the  
products

Housewife can  
do this  
wholesale work  
from her work

The product  
must be  
reusable

It has high  
quantity and  
lowest price

The customer  
feel satisfied

Wholesale give the  
opportunity to  
purchase the lot  
of things at  
lowest price



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?