



**Says**

What have we heard them say?  
What can we imagine them saying?

Apple's key partner,Foxconn,is spending hundreds of millions of dollars to promote business in India  
iphone manufacturing ha already created 150,000 jobs in India

\$215.6 billion in revenue and \$45.7 billion in net income during the fiscal year of 2016

India contributed closed to 4% of all iphone sales in the second quarter,growing 50% year-on-year

India could account for 15% of Apple's revenue growth and 20% of install growth over the next five years



**Thinks**

What are their wants, needs, hopes, and dreams?  
What other thoughts might influence their behavior?

Apple manufacturing will be a positive step for Indian economy

Apple has been making significant efforts to expand its presence in India

They have started manufacturing some of their products locally which has led to job creation and investments in the country

Additionally,Apple has been focusing on marketing and retai expansion to tap into India's growing consumer market



Yukendran sasi

The iphone is a smartphone made by Apple that combines a computer,ipad,digital camera and cellular phone into one device with a touchscreen interface

Apple Employee Giving program,corporate donatios,and grats support organizations in communities around the world

iphone offer more security and privacy

Apple has more recently ramped up iphone production in India, assembling more than #7 billion worth there in the last fiscal year

They make the consumer feel good about themselves

They are bulit to work faster and smoother

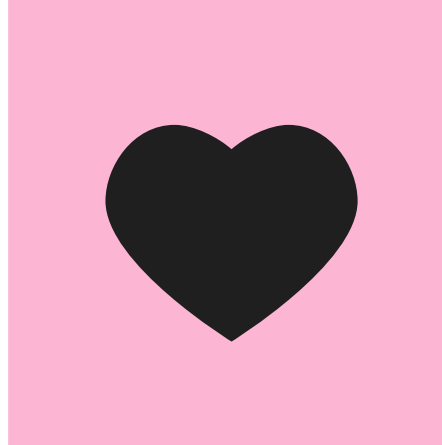
Use positive self talk Be a good listener  
Try spirituality

Those using iphone got around 76% match success which was the highest.



**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?

[See an example](#)