

MARKET RESEARCH TEMPLATE

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HONEY SHOP

Generally, What Kind Of People Are We Targeting?

- **Men or Women?** Both
- **Approximate Age range?** 30/70
- **Occupation?** Generic
- **Income level?** Normal
- **Geographic location?** Village and surrounding

Painful Current State

- **What are they afraid of?** Eating unhealthy stuff
- **What are they angry about? Who are they angry at?** Shitty foods supermarkets - honey needs to be local and bio
- **What are their top daily frustrations?** Shitty foods
- **What are they embarrassed about?** None
- **How does dealing with their problems make them feel about themselves? - What do other people in their world think about them as a result of these problems?** None
- **If they were to describe their problems and frustrations to a friend over dinner, what would they say?** I've searched across many honey shops to find a healthy, affordable and good product but...
- **What is keeping them from solving their problems now?** They don't know where to find the product

Desirable Dream State

- **If they have a magical wand to change their life into whatever they want, what would it look like and feel like?**
- Although there is a lot of "natural" honey on the market, here I can safely say that quality is above all!
- make some beautiful discoveries with little-known honeys.
- I also purchased pollen with its thousand beneficial properties. The sales assistant was very kind and knowledgeable and, in addition to the tasting, she also entertained us and explained this precious food in detail.
- All accompanied by the honey card to know how and when to use it best.
- The honey here is not the one from the supermarket or the one (perhaps good) from your neighbors, here it is part of a gastronomic journey.
- Excellent presentation of the various types of honey with the explanation of the combinations with the various foods...
- HONEY TAKEN DAILY HELPS...
- **Who do they want to impress?** Healthy bio green friendly people
- **How would they feel about themselves if they were living in their dream state? - What do they secretly desire most?** Have a green healthy life founding little gems as good honey
- **If they were to describe their dreams and desires to a friend over dinner, what would they say?** I found this shop, its a real one

Values, Beliefs, and Tribal Affiliations

- **What do they currently believe is true about themselves and the problems they face?** Difficulty to get healthy foods in general - healthy foods are expensive - don't have time to get there somewhere else

- **Who do they blame for their current problems and frustrations?** Multinational businesses
- **Have they tried to solve the problem before and failed? Why do they think they failed in the past?** They didn't find the good way/shop to get this foods
- **How do they evaluate and decide if a solution is going to work or not?**
- Good product - nice people - they can get more informations about the products
- **What figures or brands in the industry do they respect and why?** Cop
- **What character traits do they value in themselves and others?** Someone who's paying attention about all the aspects of their lives especially to have an healthy life
- **What character traits do they despise in themselves and others?** Presence Naturalism going green
- **What trends in the market are they aware of? What do they think about these trends?**
- **What "tribes are they a part of? How do they signal and gain status in those tribes?**
Show off to people that come to their house - speaking around about the healthy foods they are eating