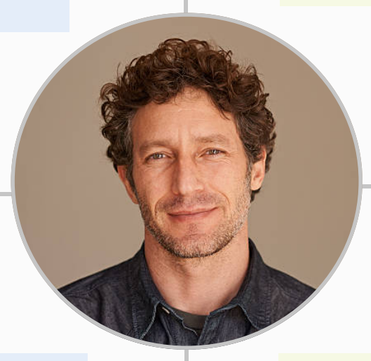
EMPATHY MAP

SEES/HEARS

- Successful startup/retail business stories/news
- Trends: long-term and short-term
- Social media ads on recent product searches
- Retail business news
- Post-pandemic economic change reports
- Post-pandemic lifestyle and trend reports
- Sees booth of Tumar at a fair trade
- Advise and opinion from colleagues
- Customers' reaction to the first samples
- Hears pros and cons about the samples
- Sees and shows the catalog to colleagues
- Sees the sales manager via video call
- Sees high quality product photos
- Sees social media posts by Tumar
- Sees photos & articles about Kyrgyzstan
- Sees price-list, MoQ, delivery time info

SAYS/THINKS

- How much profit can we get?
- What is the wholesale price?
- What are the logistical costs?
- Are they open for exclusive partnerships?
- Is TUMAR reliabale?
- Who is the target for the product?
- Asks people to try the samples, give feedback
- Can we get the first order before Christmas?
- How quickly can i get order shipped?
- Is anyone already doing this business successfully?
- How can I learn about their repulation and reviews?
- Can we compete with Glerups, Giesswein?
- Will my customers buy this?
- Is this in demand right now?
- How long will the demand last?
- Is this a seasonal product?



DOES

- Checks out the website & online shop
- Calculates estimated product cost
- Checks out the collection
- Shares the link with colleagues
- Compares product lines
- Makes small decisions
- Postones big decisions
- Notes on the pros and cons
- Researches the product & its potential
- Researches competitors & Tumar's existing distributors
- Compares products, prices, testimonials
- Emails to the shortlisted
- Compares samples, quality & service
- Discussion, decisions across the team
- Assesses challenges & risks
- First order, testing with target customers

FEELS

- Excited
- Over-whelmed
- Unsure if he can trust the company
- Fear of loosing money
- Frustrated with the past poor quality experience
- First impres-sions from the customer service?
- Unsure if his customers would buy for the estimated retail price
- Doesnt know much about Kyrgyzstan
- Curious if we can make outdoor shoes
- Curious if we can change the product based on his design

PAINS

- Risky;
- Investing own money or raising investment money;
- Expensive shipment cost;
- Existing and future competition;

GAINS

- If successful, they can sell well, establish a long-term business and eventually achieve exclusive distributor rights for Norway (and/or other Scandinavian countries);
- The product meet the global trends for responsible business in the apparel industry adn this could positvely effect on his brand reputation;