

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?



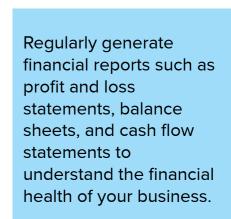
Keep an eye on updates and new features in Zoho Books to make the most of its capabilities and stay efficient

Utilize bank feeds to automatically import your bank and credit card transactions into Zoho Books, saving you time on data entry.

Take advantage of any training materials, tutorials, or customer support resources offered by Zoho Books to enhance your knowledge and troubleshoot issues.

Ensure that you regularly back up your Zoho Books data and adhere to best practices for data security to prevent any data loss or breaches.

Zoho Books can integrate with other business tools you might be using, such as payment gateways or e-commerce platforms, to streamline data flow.





Persona's name

Short summary of the persona

Record all your sales transactions, whether cash or credit. This will help you keep track of your revenue and customer transactions.

Zoho Books can help you manage your tax obligations by automatically calculating taxes on invoices and generating tax reports.

If your sweet shop manages inventory, use Zoho Books to track stock levels, manage purchase orders, and update inventory quantities as products are sold. Use Zoho Books to generate professionallooking invoices for your customers. You can customize templates, add your logo, and set up automated invoice reminders to improve payment collections.

Record all your business expenses in Zoho Books. You can even use the mobile app to capture receipts on the go and attach them to relevant transactions.

Regularly reconcile your bank and credit card statements with Zoho Books to ensure that your transactions are accurate and up-



Does

What behavior have we observed? What can we imagine them doing?



What are their fears, frustrations, and anxieties? What other feelings might influence their behavior?



Feels