



Says

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

Person's age, gender, race, ethnicity, education, income, marital status, religion, etc.

How do they feel about their situation? Do they feel they are in control? Do they feel they are being treated unfairly? Do they feel they are being treated well?

Person's personality, interests, hobbies, etc. Do they like to read? Do they like to travel? Do they like to cook? Do they like to exercise?

Thinks

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



Person's beliefs, values, attitudes, etc. Do they believe in God? Do they believe in evolution? Do they believe in climate change? Do they believe in the importance of education?

Person's fears, concerns, etc. Do they fear failure? Do they fear rejection? Do they fear change? Do they fear the future?

Person's dreams, aspirations, etc. Do they dream of becoming a doctor? Do they dream of becoming a teacher? Do they dream of becoming a successful business owner? Do they dream of traveling the world?



Persona's name

Short summary of the persona

Person's current situation, etc. Do they currently live alone? Do they currently live with family? Do they currently live with friends? Do they currently live in a nursing home?

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Person's current situation, etc. Do they currently live alone? Do they currently live with family? Do they currently live with friends? Do they currently live in a nursing home?



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?



- **1.1** **1.2** **1.3** **1.4** **1.5** **1.6** **1.7** **1.8** **1.9** **1.10** **1.11** **1.12** **1.13** **1.14** **1.15** **1.16** **1.17** **1.18** **1.19** **1.20** **1.21** **1.22** **1.23** **1.24** **1.25** **1.26** **1.27** **1.28** **1.29** **1.30** **1.31** **1.32** **1.33** **1.34** **1.35** **1.36** **1.37** **1.38** **1.39** **1.40** **1.41** **1.42** **1.43** **1.44** **1.45** **1.46** **1.47** **1.48** **1.49** **1.50** **1.51** **1.52** **1.53** **1.54** **1.55** **1.56** **1.57** **1.58** **1.59** **1.60** **1.61** **1.62** **1.63** **1.64** **1.65** **1.66** **1.67** **1.68** **1.69** **1.70** **1.71** **1.72** **1.73** **1.74** **1.75** **1.76** **1.77** **1.78** **1.79** **1.80** **1.81** **1.82** **1.83** **1.84** **1.85** **1.86** **1.87** **1.88** **1.89** **1.90** **1.91** **1.92** **1.93** **1.94** **1.95** **1.96** **1.97** **1.98** **1.99** **2.00** **2.01** **2.02** **2.03** **2.04** **2.05** **2.06** **2.07** **2.08** **2.09** **2.10** **2.11** **2.12** 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Dashboard Getting Started Recent Updates Announcements

Total Receivables

New

Total Unpaid Invoices ₹1.00

CURRENT

₹0.00

OVERDUE

₹0.00

Total Payables

New

Total Unpaid Bills ₹0.00

CURRENT

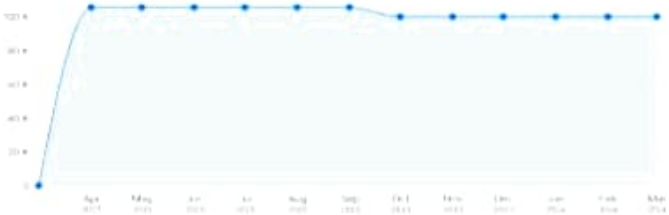
₹0.00

OVERDUE

₹0.00

Cash Flow

This Fiscal Year



Cash as on

01/04/2023

₹0.00

Incoming

₹2,05,000....

Outgoing

₹1,05,200....

Cash as on

31/03/2024

₹99,800.00

Income and Expense

This Fiscal Year

Accrual Cash



Income

Expense

Total Income

₹0.00

Total Expenses

₹35,500.00



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* Figures and balances subject to audit and verification of books.

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NAME	DESCRIPTION	RATE	HSN/SAC	USAGE UNIT	
Flavourings and spices		0	00001	kg	
Dry fruits		0	00001	kg	
Ghee and oil		0	00001	kg	
Flour		0	00001	kg	
Sugar		0	00001	kg	
Athirasam		₹1,200.00	00001	kg	
Mysore Pak		₹1,000.00	00001	kg	
Jangri		₹800.00	00001	kg	
Gulab Jamun		₹500.00	00000	kg	
Kaju Barfi		₹1,000.00	00001	kg	



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All Accounts

Last 30 days

Cash in Hand
₹-84,100.00Bank Balance
₹1,83,900.00[Hide Chart](#)

Cash in Hand Bank Balance

Active Accounts

ACCOUNT DETAILS	UNCATEGORIZED	AMOUNT IN BANK	AMOUNT IN ZOHOBK BOOKS
ICICI Bank - 001 xxxxxx001		₹0.00	₹1,83,900.00
Petty Cash		₹0.00	₹-84,100.00
Undeposited Funds		₹0.00	₹0.00



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Expenses

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Bills

Payments Made

Vendor Credits

Time Tracking

e-Way Bills

GST Filing

Accountant

Reports

Documents

More Features

Active Vendors

[+ New](#)

NAME	COMPANY N...	EMAIL	WORK PHONE	SOURCE OF	PAYABLES BL...	UNUSED CRE...
Office Rent				Tamil Nadu	₹0.00	₹0.00
Quilt Delity Suppliers	Quilt Delity Suppliers			Tamil Nadu	₹0.00	₹6,000.00
Sweet Treats Raw Materials	Sweet Treats Raw Materials			Tamil Nadu	₹0.00	₹21,000.00
Quality Sweets ingredients	Quality Sweets Ingredients			Tamil Nadu	₹0.00	₹0.00
Iyyangar Sugar Traders	Iyyangar Sugar Traders			Tamil Nadu	₹0.00	₹10,500.00
Raj Essence	Raj Essence			Tamil Nadu	₹0.00	₹0.00



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DATE	INVOICE#	ORDER NO.	CUSTOMER	STATUS	DUE DATE	AMOUNT	BALANCE
15/04/2023	INV-000005		Karthik Krishnan	DRAFT	15/04/2023	₹8,400.00	₹8,400.00
20/04/2023	INV-000004		Kavitha Rajendran prchased	DRAFT	20/04/2023	₹6,300.00	₹6,300.00
20/04/2023	INV-000003		Anavindan Mani	DRAFT	20/04/2023	₹5,250.00	₹5,250.00
17/10/2023	INV-000002	SO-00001	Suresh Kumar iyer	DRAFT	17/10/2023	₹42,00.00	₹42,00.00
17/10/2023	INV-000001	SO-00002	Priya Ranganathan	DRAFT	17/10/2023	₹1,05,000.00	₹1,05,000.00



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NAME	COMPANY N...	EMAIL	WORK PHONE	PLACE OF BU...	RECEIVABLE...	UNUSED CRE...
Kavitha Rajendran prthasw				Tamil Nadu	₹0.00	₹0.00
Karthik Krishnan	Karthik Krishnan			Tamil Nadu	₹0.00	₹0.00
KavithaKavitha	Kavitha Rajendran			Tamil Nadu	₹0.00	₹0.00
Aravindan Mani	Aravindan Mani			Tamil Nadu	₹0.00	₹0.00
Priya Ranganathan	Priya Ranganathan			Tamil Nadu	₹0.00	₹0.00
Suresh Kumar iyer	Suresh Kumar iyer			Tamil Nadu	₹0.00	₹1,05,000.00



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All Expenses



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DATE	EXPENSE	REFERENCE	VENDOR N.	PAY THRO...	CUSTOMER	STATUS	AMOUNT
30/04/2023	Office Supplies	23600	0	Petty Cash		NON-BILLABLE	₹23,600.00
30/04/2023	Advertising And Marketing			Petty Cash		NON-BILLABLE	₹10,000.00
30/04/2023	Miscellaneous expenses			Petty Cash		NON-BILLABLE	₹5,000.00

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DATE	BILL #	REFERENCE	VENDOR NAME	STATUS	DUE DATE	AMOUNT	BALANCE
01/04/2023	02	02	Quality Sweets Ingredients	PAID	01/04/2023	₹3,000.00	₹0.00
01/04/2023	01	01	Raj Essence	PAID	01/04/2023	₹2,500.00	₹0.00

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DATE	JOURNAL#	REFERENCE	STATUS	NOTES	AMOUNT	CREATED BY
30/04/2023	1	01	PUBLISHED		₹23,000.00	mvel74825

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Keerthi sweets
Profit and Loss

Basis: Accrual

From 01/04/2023 To 30/04/2023

+ Add Temporary Note

ACCOUNT	TOTAL
Operating Income	
Total for Operating Income	0.00
Cost of Goods Sold	
Cost of Goods Sold	5,500.00
Total for Cost of Goods Sold	5,500.00
Gross Profit	-5,500.00
Operating Expense	
Advertising And Marketing	10,000.00
Office Supplies	20,000.00
Total for Operating Expense	30,000.00
Operating Profit	-35,500.00
Non Operating Income	
Total for Non Operating Income	0.00
Non Operating Expense	
Total for Non Operating Expense	0.00
Net Profit/Loss	-35,500.00

**Amount is displayed in your base currency

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Keerthi sweets

Balance Sheet

Basis: Accrual

As of 30/04/2023

+ Add Temporary Note

Collapse all

ACCOUNT	TOTAL
Assets	
Current Assets	
Cash	
Petty Cash	-78,600.00
Total for Cash	-78,600.00
Bank	
ICICI Bank-001	1,83,900.00
Total for Bank	1,83,900.00
Other current assets	
Employee Advance	23,600.00
Prepaid Expenses	37,500.00
Input Tax Credits	0.00
Input CGST	1,800.00
Input SGST	1,800.00
Total for Input Tax Credits	3,600.00
Total for Other current assets	64,700.00
Total for Current Assets	1,70,000.00
Fixed Assets	
Miscellaneous expenses	5,000.00
Total for Fixed Assets	5,000.00
Total for Assets	1,75,000.00
Liabilities & Equities	
Liabilities	
Current Liabilities	
Accounts Payable	5,500.00
Unearned Revenue	1,05,000.00
Total for Current Liabilities	1,10,500.00
Total for Liabilities	1,10,500.00
Equities	
Owner's Equity	1,60,000.00
Current Year Earnings	-35,500.00
Total for Equities	64,500.00
Total for Liabilities & Equities	1,75,000.00

**Amount is displayed in your base currency