



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?



Keerthi Sweets a Manufacturer and Trader of Sweets, relies on Zoho Books to manage their inventory,

manage supplier payments, and generate financial reports. Zoho Books helps them streamline their

handle purchase orders, and generate invoices for their customers. They can track stock levels,

Keerthi Sweets is a Private Limited company also registered under GST in Tamil Nadu. Keerthi sweets

(B2B & B2C) all over the state and it procures raw material from various suppliers in the state. It

wholesale operations and optimize inventory management.

and retail customers. With a rich heritage spanning several decades, Keerthi Sweets has earned a

reputation for its commitment to quality, authenticity, and customer satisfaction. Specializing in a wide

operates at a Gross Profit margin of 50%.

variety of traditional and innovative sweets, they combine traditional recipes with modern techniques

Keerthi Sweets is a renowned manufacturer and trader of delectable sweets, catering to both wholesale

to create flavors that tantalize taste buds.



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?