

## Says

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

What are their wants, needs, hopes, and dreams?

Feels informed

and confident in

market expansion

decisions based

on thorough

research.

Aims to reduce

operational

stress and

inefficiencies by

streamlining

processes.

Feels excited

about offering a

wider range of

catering options

to clients.

What other thoughts might influence their behavior?

Gathers and shares market research findings to identify emerging trends and customer preferences.

Communicates findings to the team and stakeholders to make informed decisions.

Announces and promotes the

diverse catering menu options to potential clients.



## Persona's name

ATHESH KUMAR ARUN PANDIAN ARTHICK ANANTH

Identifies suitable locations for expansion based on market research.

Negotiates with venues and event planners to secure catering contracts in new areas

Collaborates with culinary experts to create an innovative catering menu.

Incorporates trending cuisines and dietary options into the menu.

Implements advanced catering management software for efficient order processing, inventory management, and scheduling.

Invests in equipment and technology to improve efficiency in food preparation and service.



## 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?



