



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?

We are proud to serve our customers with the best bakery and sweets products in the city.

They want to attract more customers and increase their sales and profits.

try to innovate and create new products that suit the taste buds of our customers.

Our vision is to become a leading brand in the bakery and sweets industry, and to expand our business to other regions.”

hygiene standards, quality of products, and customer satisfaction.

They might be influenced by the feedback and



KEERTHI SWEETS

preferences, loyalty, awareness, satisfaction, and impact of COVID-19 on the consumption of sweets.

Good ratings and review from the customers

**Loyalty:** Customers may have a strong attachment or loyalty to a particular brand or shop that they trust and like.

Several branches

**Preferences:** Customers may have different preferences for the type, taste, quality, and quantity of sweets they want to bu

**Satisfaction:** Customers may be satisfied or dissatisfied with their previous experiences with a product or service



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?