**Ronald Mac**

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| C:\Users\rurur3\AppData\Local\Microsoft\Windows\INetCache\Content.MSO\9127337D.tmp |  |  | **GOALS AND MOTIVATIONS** |  | **CHALLENGES AND OBSTACLES** |
| * Works up to 10 hrs a day and wants to relax during his time off. * Hobbies: gardening, and interested in hydroponics. * Active in Rugby and Surf lifesaving. | * Always weight conscious * Doesn’t have much time to exercise. * Is not tech savvy in using ecommerce websites to purchase products online. |
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| **QUOTATION** | |
| **A family that eats together – grows together.** | |
| **NAME** | |
| Ronald Mac | |
| **AGE** | |  |  |
| 45 | | **FRUSTRATIONS** | **SOURCES OF INFORMATION** |
| **GENDER** | | * **Time**: doesn’t have time to shop for fresh produce and lacks information about them. * **Nutrition**: Ronald is health conscious and frustrated about all the unhealthy ingredients in food products. | **BOOKS** |
| Male | | **All Blacks** |
| **LOCATION** | | **BLOGS** |
| Hamilton | | **Hydroponics & Permaculture** |
| **OCCUPATION** | | **CONFERENCES** |
| Power meter installer | | **Union meetings** |
| **JOB TITLE** | | **EXPERTS** |
| Electrician | | **Buck Shelford** |
| **HIGHEST LEVEL OF EDUCATION** | | **MAGAZINES** |
| Trade Certificate. | | **Consumer** |
| **ANNUAL INCOME:** $70K | | **WEBSITES: Facebook & Youtube** |