



Perceiving

INTUITION

Feeling

**Bio**

Mathilda Price is a well-preserved entrepreneur regarding one of the most influential founders in Textile industry. Her history shows how Price revolutionized multiple industries including Cultivating, Harvesting, Preparatory Processes, Spinning, Weaving and Finishing. As an entrepreneur she applied ruthless methods and ethics that made her pioneer in the field of textiles.

**Frustrations**

* Little knowledge about IT
* Slow payments
* Lack of business etiquettes

**Goals**

* To make her clients comfortable.
* Work done in time.
* Development in Textile industry.
* Profitable business methodology.

Age: 28

Work: Textile Mill Owner

Family: Married, 2 Kids

Character: Systematic and Innovative

**Preferred Channels**

Traditional Acts

Online & Social Media

Referral

Guerrilla Efforts and PR

“I want to make a work friendly environment and be an expert in technical aspects”

**Motivation**

Incentive

Fear

Growth

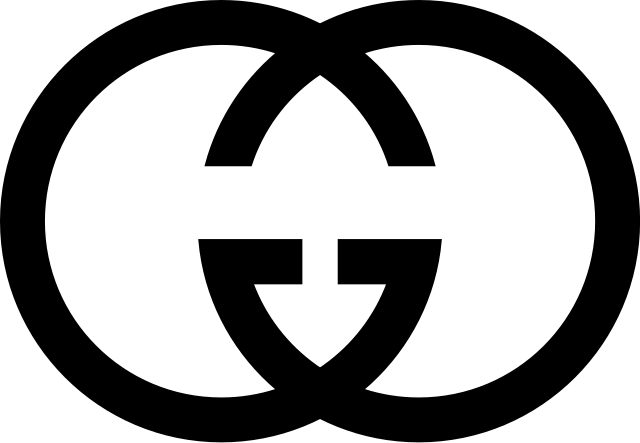
Power

Social

**Brands & Influence**



Judging

Sensing

Thinking

Extrovert

Introvert

**Personality**

**Matilda Price**