



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?

engages all  
your senses  
including  
taste, touch,  
and smell

to serve  
quality  
produced

bake  
delicious  
and trending  
food items

giving the  
importance  
of the  
customer

focus on  
product  
innovation

A great product that  
sells well in almost  
every bakery is also  
sandwiches,  
especially with ham,  
cheese, tomato,  
chicken and egg.



Customer

investment  
cost

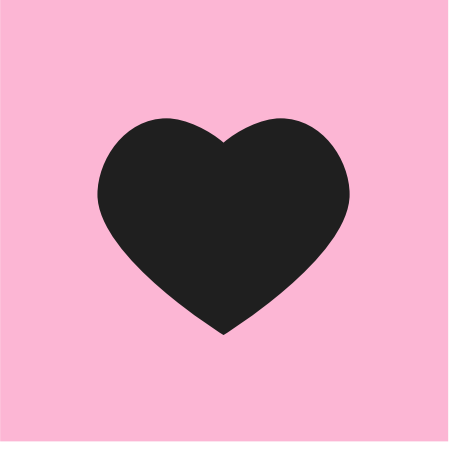
Cooking and  
baking is  
both physical  
and mental  
therapy

customer  
satisfaction



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?

online and  
social media  
marketing

Contact local  
schools, restaurants  
& shops – they  
might be interested  
in buying your  
baked products.

bakery cates  
usually sell a  
variety of  
baked goods