



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?

i says
fashion
haven ,an
online store.

I think
manage
customers
payments
seamlessil.

i says leverage
zoho books to
manage their
inventory
levels.

It means
track sales
can generate
invoices.

zoho books also
enables them to
reconcile bank
trancasitactions.

generate
financial
reports,helping
them make
informed.



Fashion Haven is
a Private Limited
company also
registered under
GST in Tamil
Nadu.

Zoho Books is your one-
stop platform for managing
your accounting tasks and
organizing your
transactions. It's a single
secure location to keep

company's bills and
invoices, reconcile
your bank statements,
control your spending,
oversee projects, and
eliminate GST
compliance worries.

them to reconcile
bank transactions
and generate
financial reports,
helping them make
informed decisions
about their business..

Haven is a retailer of
various lifestyle products in
wholesale and retail, it has
a wide range of customers
(B2B & B2C) all over the
state and it procures from
various suppliers in the
state. It operates at a Gross
Profit margin of 50%.



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?