Says

What have we heard them say? What can we imagine them saying?

- Special festivals
- Birthday events
- Products: -ladoo -rasagulla -rasamalai -gulab jamun -other varieties of sweets

- Grand openings
- Wedding
- and all other events

What are their wants, needs, hopes, and dreams? What other thoughts might influence their behavior?

Promote

Create

more

demand

the shop

* Provide quality sweets

* Take healthy ingredients

> *Expand the branches *satisfying customers needs

* Attract customers *Give valuable offer to the customers

Thinks



See an example

- more varieties of sweets
- Visiting cards for the customers
- Locate the shop for the customers needs
- appointing best sweet maker

- Appointment of delivery man
- Appointment of salesman
- - Create patents
 - Brand awareness

* Sugar free sweets are available * create own logo for our sweets



What are their fears, frustrations, and anxieties? What other feelings might influence their behavior?





Does

What behavior have we observed? What can we imagine them doing?