

## Says

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

ZOHO Books has helped Keerthi Sweets streamline their wholesale operations and optimize inventory management.

ZOHO Books helps them track stock levels, manage supplier payments, and generate financial reports. They can use
ZOHO Books to
handle purchase
orders and
generate invoices
for their customers

Preparation and Maintenaance of ZOHO Books for Keerthi Sweets

Short summary of the persona

Keerthi Sweets
has expressed
interest in
ZOHO Books

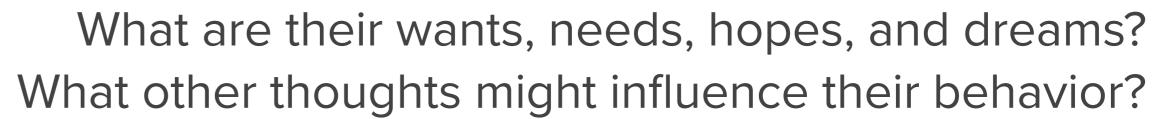
They have asked questions about the features and benefits of ZOHO Books

They have requested a free trial or demo



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

**Thinks** 





Keerthi Sweets wants to streamline their operations and improve their efficiency.

They want to track their stock levels, manage supplier payments, and generate financial reports.

They want to be able to handle purchase orders and generate invoices for their customers

Keerthi Sweets
might be afraid
that ZOHO Books
will be too difficult
to use or
implement

They might be afraid that ZOHO Books will be too expensive.

They might be afraid that ZOHO Books will not have all the features they need



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



