Keerthi sweets

manufacturer

and trader of

sweets.

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

Keerthi sweets is manufacturer and trader of delectable sweets & catering to both wholesale and retail customers.

Zoho books helps them streamline their wholesale operations and optimize inventory managements.

Its working very well and get profit margin of 50%.

Therir main aim is to combine traditional and modern technique.

They wants to reach a wide range of customer (B2B&B2C).

THABITH

They combine traditonal and modern technique to create flavours.

It is privated limited and registered under GST.

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Short summary of the persona

We feels that innovatives sweets will reach all the customers through their taste buds.

It has a wide range of customers all over the state and it procures raw materials from various suppliers.

People fear that their cost will be expansive compare to other sweetshop.

Keerthi sweets
fears that whether
they reach all-over
the state through
their innovative
thinking and idea.

Does

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



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

