



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?



ZOHO BOOKS FOR KEERTHI SWEETS

a shop that sells
candy and
sometimes other
things such as
cigarettes and
newspapers.

Offering unique
products, exclusive
flavours, or loyalty
cards that provide
discounts for
regular customers.

used to express
approval,
admiration,
satisfaction,
pleasure, etc.:

The most crucial task is
market research. Know
your competitors and
understand how they
operate. Visiting various
franchises, ordering
some sweets,
understanding their
service

sweet businesses
generally have the
added benefit of a
high markup price
(how much a product
is sold for vs how
much it costs to buy)
and an easy profit,

this may be a really
good thing and high
praise, indicating
attraction, affection
and noticing you're
special.

Here are some of the top options.
Targeted email campaigns. ...
Curated social media. ...
Strong SEO strategy. ...
Promotions that speak to your
target audience.
Strategic partnerships with other
businesses. ...
Get local and online press. ...
Manage review sites. ...
Tap into your existing customer
base.

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is sold for vs how
much it costs to buy)
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She set up shop
back in 1965 with
a very small
restaurant in the
Kings Road.

Open a business,
start a profession, as
in Now that you've got
your degree, where
do you plan to set up
shop? This idiom was
first recorded about
1570.

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anyone can now
become an
entrepreneur and
start their own
business from the
comfort of their own
home.



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?