



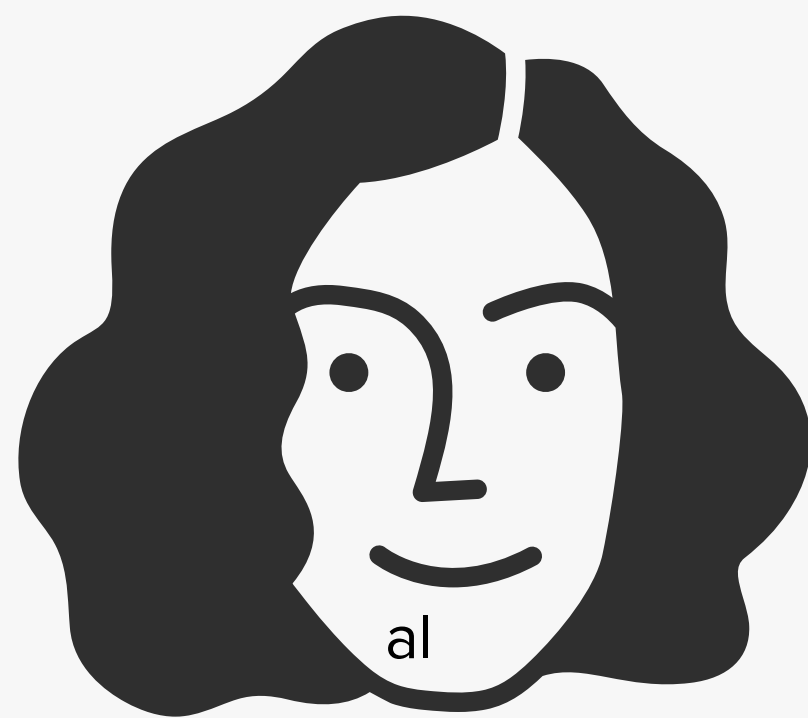
Says

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

Keerthi Sweets Manufacturer and Trader of Sweets, relies on Zoho Books to manage their inventory, handle purchase orders, and generate invoices for their customers. They can track stock levels, manage supplier payments, and generate financial reports. Zoho Books helps them streamline their wholesale operations and optimize inventory management.

Keerthi Sweets is a renowned manufacturer and trader of delectable sweets, catering to both wholesale and retail customers. With a rich heritage spanning several decades, ▲

Specializing in a wide variety of traditional and innovative sweets, they combine traditional recipes with modern techniques to create flavors that tantalize taste buds



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Thinks

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

Keerthi Sweets is a Private Limited company also registered under GST in Tamil Nadu. Keerthi Sweets is a Manufacturer and trader of various sweets in wholesale and retail,

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it has a wide range of customers (B2B & B2C) all over the state and it procures raw material from various suppliers in the state. It operates at a Gross Profit margin of 50%.

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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?