

# Pichamuthu

age: 26

residence: Chennai

education: Masters in Software Engineering

occupation: Software Engineer

marital status: Single



*I never knew that I could find all kinds of bakery items here. I fell in love on the first sight with Bread and Butter Co. They also provide with free delivery of food items within 5 kilometers of radius. I am enjoying great food while watching staying in my sweet home.*

Likes to attend technical conferences and expos.

## Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



## Needs

- Attractive and good looking pastries.
- Delicious and new varieties of chocolates.

## Values

- Innovation in products.
- Touch-of-the-expert style.

## Criteria For Success:

Making products in a manner which makes people lust at the very first sight. Mostly attractive and mouth-watering.

## Wants

- Being vegan is preferable.
- Home delivery is better.
- Things from other nations.

## Fears

- Ordinary or simple looking food products.
- Same menu of food items repeating for eternity.
- Unhygienic food products.

# Karthik Reddy

age: 71

residence: Hyderabad

education: Masters in Literature

occupation: Public Speaker

marital status: Married

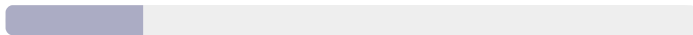


*I was amazed when I came to know that "Bread and Butter Co" had food items prepared for diabetic people like me. The quality and taste of the food was really marvellous and easy to take for people like me.*

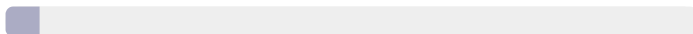
Weekly visits humor clubs and participates in debates of all kind.

## Comfort With Technology

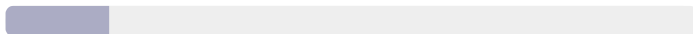
### INTERNET



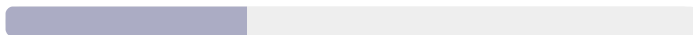
### SOFTWARE



### MOBILE APPS



### SOCIAL NETWORK



## Criteria For Success:

Sugar free products and fast home delivery of food content.

## Needs

- Food to be sweet but sugar free.
- Easy-to-digest breads.
- Product deliverable at door-step.

## Values

- Being friendly and giving guidance.

## Wants

- Good packaging of food content.
- Disposable cutlery to be provided along with the food.

## Fears

- Highly sugar content in food.
- Indigestible food.
- No consumer support.