

## 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

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Thinks

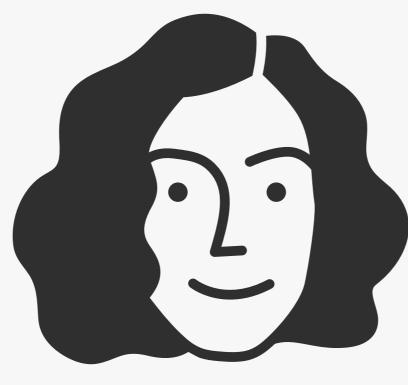
What are their wants, needs, hopes, and dreams? What other thoughts might influence their behavior?



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Short summary of the persona

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**Feels** 



## Does

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



