



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?

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.

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Short summary of the persona

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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?