



Name

Matt

34

Lives in Edinburgh,
From Aberdeen

Behaviours

- Loves discovering new music
- Proud of his business
- Is a fan of technology
- Strong entrepreneurial drive
- Works hard to make sure his business can continue to be successful

Demographics

- Owner/Manager of Epic Vinyl, an independent record shop
- Currently operating as a lifestyle business

Needs and goals

- An easy to use system which can streamline his stock management
- A tool to help build profit in order to expand his business in the future
- Would like to be able to create an online marketplace