

Samir Ake, Brendon M.

age: 36

residence: Columbia, SC

education: Bachelor's Degree in Fine Arts

occupation: Culinary Arts

marital status: Engaged



"It's not where you start that matters, but how you finish."

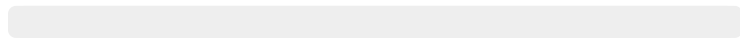
Every morning, Samir eats a hearty breakfast before driving to the restaurant in the university he works at, and he is no more than 15 minutes early or late each time. After work, he spends his time either playing soccer in his backyard or watching the cooking channel on TV. He also spends at least three days a week cooking for his fiancée Anami.

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Needs

- Early preparation of utensils
- Moderate window lighting

Values

- Diversity in his cooking
- Friendly customer service

Criteria For Success:

Plans to open his own Indian-based restaurant and maintain at least a 4.5 star rating.

Wants

- Trying out new food from around the world
- Receiving worldwide recognition for his food

Fears

- Having a large decrease in diners
- Being late due to traffic