



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?

Now a days these items are well known not in India butworld wide. These are mainly consumed during breakfast period & are very much duringsocial & cultural periods

sweets are gaining eminence in modern times and their demand isalso increasing considerably to cater to the taste of people.

The various food additives & colours may be used to provide sophistications inthe products

Being a festive season, you need to **stock up effectively to meet the demand.**

Provide offers to your customers online or offline regularly

to having offers and schemes, it's important for you promote let people know about your offers.



Persona's name

Short summary of the persona

The SWEET model of family support started to emerge.

you can track your ingredients and reduce the wastage, in turn increasing your profit.

By planning your production, you can produce an estimated quantity of sweets & the ingredients used.

the most profitable ones are displayed in the front and the regular & less profitable ones behind or even away from the display.

If you want to step up the game and get orders from there, you also have an option to list your products with the pricing or showcase offers to customers and more.



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?