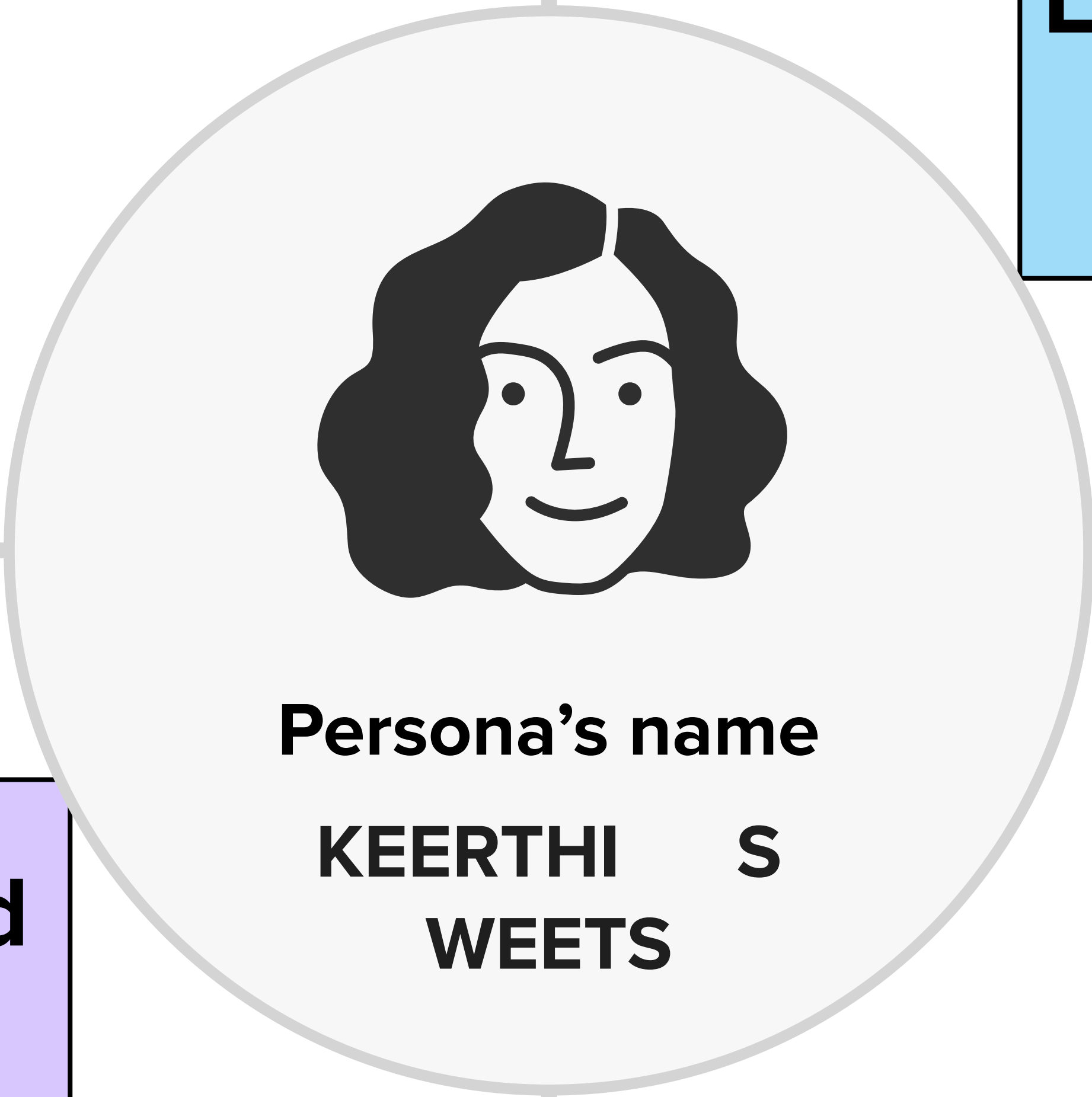




**Says**  
What have we heard them say?  
What can we imagine them saying?



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



**Location of  
sweet shop  
is more  
important**

**Require  
Neat  
Ambians**

**Provide  
Genuine  
Help**

**Loyal  
Workers**

**perks for  
Loyal Cust  
omers**

**Creativity and  
Technology  
Advertsiment**

**Special Offers  
and Door  
Delivery  
Offers**

**Organic and  
Healthy  
Sweets in  
Good Quality**

**Customer  
Feels Tasty  
in Keerthi  
Sweets**

**Respondd  
to  
customers  
Quickly**

**Comfortable**

**Stasifaction**



**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?