



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?



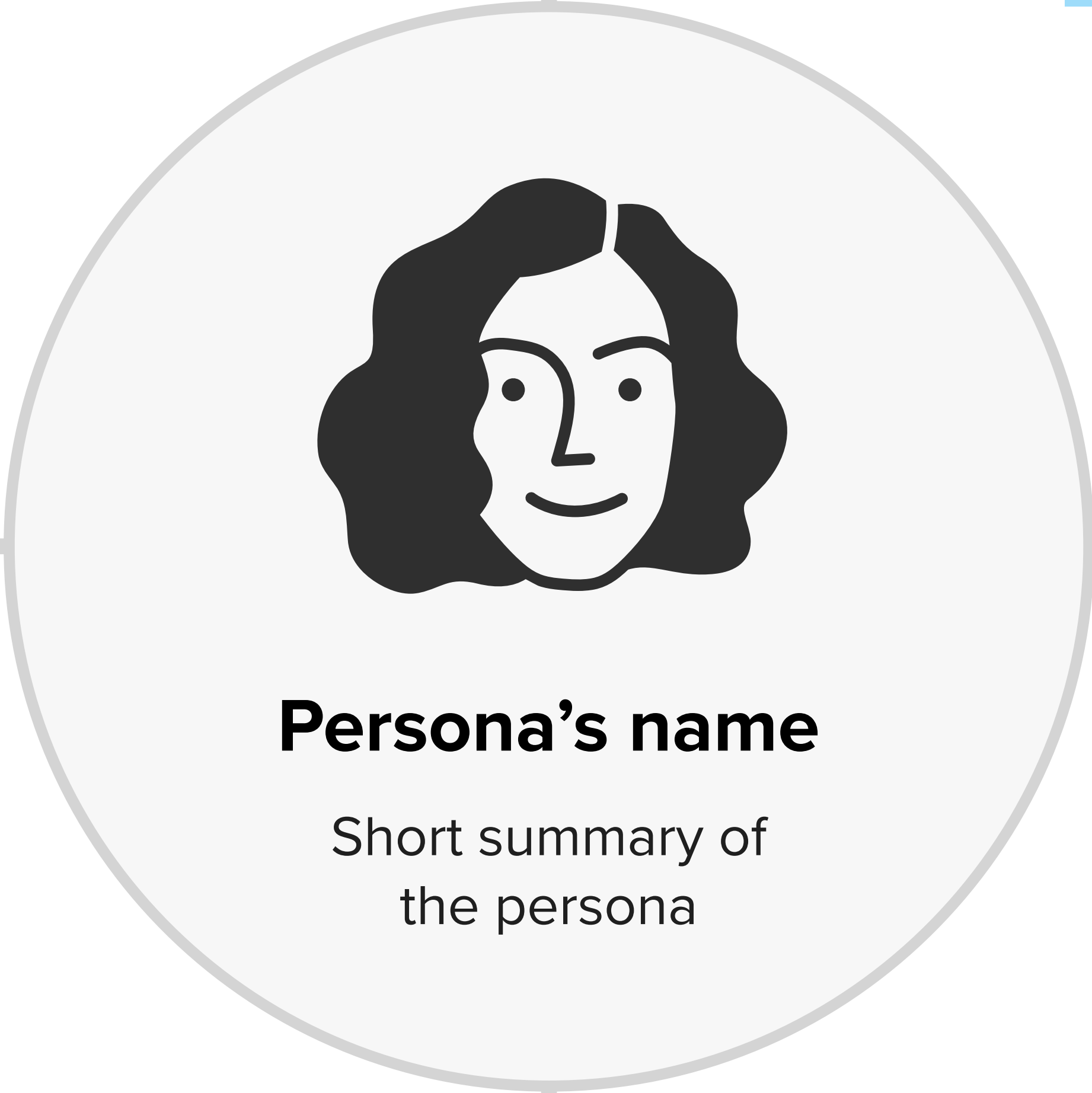
Feels

What are their fears, frustrations, and anxieties?
What other feelings might influence their behavior?



Does

What behavior have we observed?
What can we imagine them doing?



"Fresh Bites Catering exceeded our expectations! The food was not only delicious but also beautifully presented. Their attention to detail really made our event special."

"I was impressed with the variety of menu options Fresh Bites offered. They were able to accommodate various dietary restrictions, which made it easy to cater to all our guests."

"The quality of the ingredients used by Fresh Bites is evident in every bite. It's clear they prioritize using fresh, local ingredients in their dishes."

Professional Service: They expect a high level of professionalism from Fresh Bites Catering, including punctuality, well-trained staff, and attentive service during their event

Customization: Many clients desire the ability to customize their menu to match the theme or specific requirements of their event, making it a unique and personalized experience.

Menu Variety: A diverse and creative menu with options for different courses, dietary restrictions, and culinary preferences can be a deciding factor for customers.

Subscription Meal Services: Fresh Bites could offer a subscription-based meal delivery service, providing customers with a regular supply of their delicious meals for convenience.

Seasonal Fluctuations: Catering businesses often face seasonal variations in demand. They may fear slow periods during off-peak seasons, which can affect their revenue and profitability.

Collaborations with Local Businesses: Imagining partnerships with local wineries, breweries, or dessert shops, Fresh Bites could create unique catering experiences that pair their food with local beverages and desserts.

Community Engagement: Imagining a strong community presence, Fresh Bites Catering could participate in local events, sponsor food drives, or collaborate with nonprofit organizations to give back to the community.

Supply Chain Disruptions: Caterers rely on a consistent supply of fresh ingredients. Any disruptions in the supply chain, such as food recalls or shortages, can lead to frustrations and anxieties.

Trust: Trust is a crucial factor in the catering industry. Customers need to trust that Fresh Bites will deliver on its promises regarding food quality, service, and reliability.