



Martin Müller - SMB Owner

Challenges

- Not enough resources to handle all the requirements from the supplier.
- Constantly stay ahead.
- Constantly overworked.
- Low budget.

Responsibilities

- Business owner of a SME.
- Business planner.

Education
Diploma or Bachelors

Experience
7 years

Description

Demographics

Age

30-55

Income

>60,000€

Location

Suburban

Industry

Food industry

Technical Ability

Low, not a lot of experience with digital tools.

Story

Martin is the owner of an SME. He is constantly looking for tools to sharpening his competitive advantage by improving work processes. His main focus is on increasing revenues so he has little time

to spend on document management. Martin regularly talks to other business owners and shares information and recommendations. He is currently researching new and useful info everywhere.

Martin is always on the road changing locations, aiming to visit new business partners. As a result he had a hard time managing everything and he is seeking for a solution to help him keep things on track remotely. He is unwilling to spend a large amount of money on new tools and he is seeking for a user friendly tool since he doesn't want to also waste a lot of time on learning and training employees.