



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?

Customers may express their love for Keerthi Sweets' products through reviews, social media posts, or word of mouth. They might mention their favorite sweets or experiences.

Customers might think about Keerthi Sweets when they crave traditional Indian sweets or when they want to celebrate special occasions. They may also think about the quality and authenticity of the products.

Input customer information for sales invoices.
- Record vendor details for expenses and bills.

Add your products (sweets) and services to the system with details like pricing and SKU numbers.

Create a Zoho Books account if you haven't already.
- Configure your business profile with Keerthi Sweets' information, such as name, address, and contact details.

Set up your Chart of Accounts to categorize income, expenses, assets, and liabilities specific to Keerthi Sweets. Common accounts include "Sales," "Cost of Goods Sold," "Rent," and "Bank Accounts."



KEERTHI SWEETS

Short summary of the persona

Customers visit the store or website to make purchases. They may engage with the brand on social media, subscribe to newsletters, or participate in loyalty programs.

Customers may hear recommendations from friends and family, or they might listen to online reviews and feedback about Keerthi Sweets.

Customers feel excitement and anticipation before tasting the sweets. They also experience satisfaction, nostalgia, and happiness when they enjoy the sweets.

Implement regular backups and security measures to protect your financial data.

Potential pain points could include long wait times at the store, difficulty navigating the website, or concerns about the freshness of the products.

Customers gain not only delicious sweets but also a connection to their cultural heritage and a sense of joy from sharing these treats with loved ones.



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?