



**Says**

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

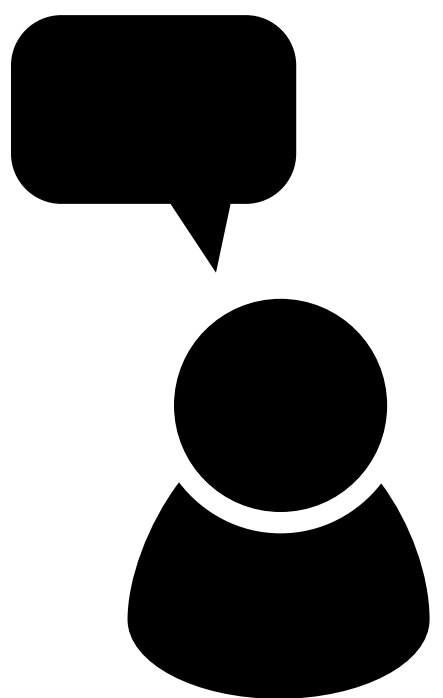
**Thinks**

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



Avoid food  
wasting

**Purchase**  
1. fresh  
vegetables  
2. Non-perishable  
ingredients



what I say?.

Don't supply  
in Unhealthy  
foods



Fresh bites catering  
team

it is a short note of business  
developing ideas

purchase  
account

- freight  
charge
- Distribution  
expenses

sales  
account



Manage accounts

Track  
expenses

- labour alc

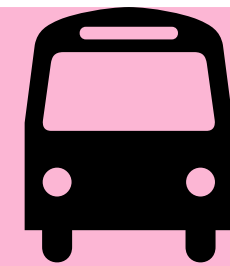
Sales at  
invoicng

notes

Food supply at  
correct time.



Increase the  
orders and  
supplies



Gain  
High profit

1 1

exemption  
of GST

Purchase  
from local  
formers



Do something

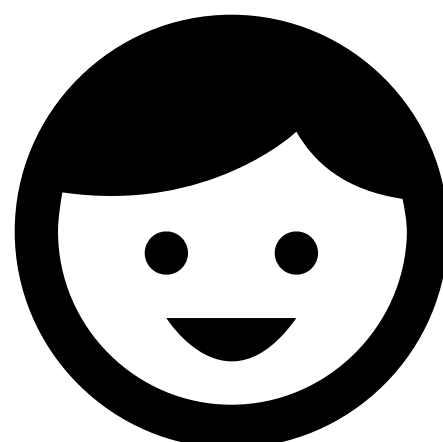
Professional  
invoices for  
clients



secure  
consumers  
health

1

what I feel



easily  
accessable  
and clear  
audit

1



**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?

