



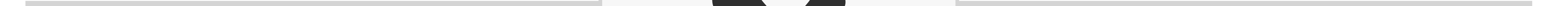
Says


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?





HARIPRASATH

Short summary of the persona

The company conveys its dedication to delivering high-quality textiles, which can evoke trust and confidence in potential customers.

TexaWeave demonstrates a strategy of diversification by manufacturing various fabric types and garments, catering to different market segments.

By mentioning the sourcing of raw materials from local suppliers, TexaWeave shows support for the local economy, fostering a sense of community.

The emphasis on efficient financial management and informed decision-making through Zoho Books may instill a sense of responsibility and stability.

The company operates with a Gross Profit Margin of 50%, indicating a focus on profitability while maintaining quality standards

The thought process includes a commitment to sourcing materials locally, ensuring quality control and supporting regional suppliers.

TexaWeave actively engages in the production of textiles and garments using modern machinery and skilled artisans.

The company actively manages a distribution network that serves both wholesale and retail customers, ensuring timely deliveries and customer satisfaction

TexaWeave uses Zoho Books for various financial functions, including inventory management, invoicing, payment processing, bank reconciliation, and financial reporting, streamlining its financial processes.

TexaWeave Creations Pvt. Ltd. communicates its identity as a textile manufacturing company, emphasizing its commitment to quality, sustainability, and innovation.

The company describes its diverse product range, including fabrics and garments, and communicates its target customer segments - both wholesale (B2B) and retail (B2C).

TexaWeave discusses its procurement strategies, manufacturing capabilities, sales channels, and its Gross Profit Margin, giving a clear picture of how it operates in the industry.



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?