



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?



Persona's name

preparation and maintenance of zoho
books for Keerthi sweets

How
profitable in
a sweet
shop

Is selling
sweets a
good
business

About 2000BC when the ancient Egyptians satisfied their cravings for something sweet by combining fruits and nuts with honey. Liquorice juice, extracted from the root of the leguminous 'Sweet Root', is known to have been used for medicinal purposes at the same time.

How do
sweet shops
attract
customers

Setting up a sweet
shop business can
be extremely
lucrative and
financially
rewarding.

Well, sweets are
loved worldwide
for their
mouthwatering
flavors and taste

Sweets offer
several rewards
for your heart
and other vital
organs of the
body

Sweets are produced
in bulk quantities
which reduces the
investment as in if you
produce in smaller
quantities,you are
going to spend more
and voice -versa .

SEO and content
marketing,make sure
your sweet shop is
easy to find online
with effective SEO
techniques.

Understand
your
customer

If something is in
store for you, it is
going to happen at
some time in the
future. There were
also surprises in
store for me.

Offering unique
products, exclusive
flavours,or loyalty
cards that provide
discounts for
regular customer

Indian sweets are a type
of confectionery that rely
on sugar,milk ,flour and
condensed milk so it
contains lots of calcium
and healthy contents so
we feel this sweet
product is free from toxic.

New research
indicates that this
heightened liking for
sweetness has a
biological basis and is
related to children's
high growth rate.

Sweet foods
means a sweet
bread or grain
product that is
high in fat and /
or sugar.

The first use of
desserts was to wash
down the aftertaste
of a large meal with
something sweet



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?