

Jack Lucania

age: 43

residence: Waukegan, IL

education: BS in Business Management

occupation: Owner of small local firm

marital status: Married



"We're having trouble getting on our feet"

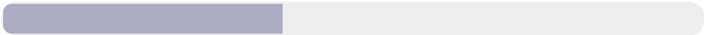
Formerly employed at Abbvie Inc. Opened a bakery 2 years ago and is looking to relocate to an area with higher demand.

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

- Knowledge of area
- Fast and efficient move
- Employees available in new location

Needs

- Housing for him and his family
- Two car garage
- Proximity to town

Values

- Hard work
- Entrepreneurship
- Reliable service
- Up-to-date

Wants

- Access to information on consumer demand for baked goods in new location
- Quick and easy move for him and his family

Fears

- Business may fail from lack of customers
- Relocating will lead to more of the same

