

Jacob Hins

age: 36

residence: Birmingham, Alabama

education: Highschool Diploma

occupation: English Bulldog Breeder

marital status: Married, 2 kids



"Dogs are love. Dogs are life."

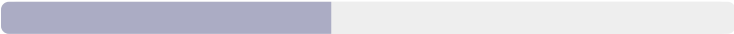
Most days I spend working with dogs and helping others with their dog needs. I love playing and tending to the dogs. When I am not doing work I stay busy helping the family and working around the house.

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

Making customers happy.

Making my family.

All the dogs stay happy and healthy.

Needs

- Nutritional food
- Affordable food
- Easy way to get dog food
- A place to buy food that saves time

Values

- True Facts
- Affordability
- Convenience

Wants

- A place to obtain healthy food.
- A place to find true facts about the food that he is buying for his dogs.
- Delivery options for dog food.

Fears

- Giving dogs the wrong food or medicine and end up hurting them.
- Selling a dog that is not healthy or well.
- Paying too much for dog food.