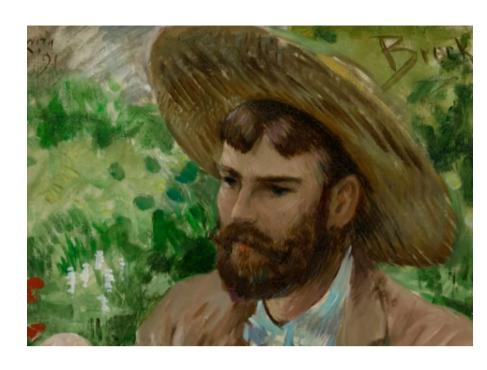
# **Customer Persona**



### Goals & Motivations

- Enjoy Life
- Pursue Interests
- Spend less time on chores
- Clean Dog
- Well Groomed Dog
- Wine & Whiskey
- Food & Drink

## Quotation

"Leave all your love and your longing behind You can't carry it with you if you want to survive"

### Name

Fragonard Matisse von San Ignacio di Elsinore

# Age

47

## Gender

Male

#### Location

Sunrise Manor, Nevada

# Occupation

Sommalier

### Job Title

Senior Sommalier

### Education

MFA, Gastronomy

## Annual Income

\$ 44,724.99

# Sales Objections

"I have student loans to pay"

"My dog doesn't need that"

"I can do that myself"

"I'm to busy"

"I don't have time for that"

"My lifestyle shouldn't visibly exceed my stated Income"

"I have to talk this over with my cat first"

# Challenges & Obstacles

- Cheapskate
- Doesn't like paying for things
- Independent
- Prefers doing things himself
- Doesn't like to negotiate
- Hard to decipher

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sources	OΤ	Information	

Books

Where the Red Fern Grows (1961)

Blogs

dogblog.net

Conferences

Food & Drink Unlimited 2023

Experts

Giada de Laurentiis

Magazines

Food & Wine

Websites

chewy.com

Social Media

instagram snapchat facebook linkedin