



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?

Handling purchase orders and generating invoices is vital for our wholesale and retail sweets business.

Data accuracy in financial records is essential for our sweets business.

Efficiency in financial management directly impacts our ability to meet customer demands.

How can we optimize Zoho Books to further improve inventory management and purchase order handling?

Can Zoho Books provide insights into cost-saving opportunities within our sweets manufacturing?

What are the best practices for utilizing Zoho Books to its full potential for both B2B and B2C customers?

Manages supplier payments efficiently through Zoho Books.

Explores Zoho Books for potential customization to meet specific sweets business needs.

Relies on Zoho Books to handle purchase orders and generate invoices for wholesale and retail customers.

Hopeful that Zoho Books will continue to support efficient wholesale and retail sweets operations.

Concerned about data accuracy and financial compliance.

Excited about the potential benefits Zoho Books can bring to their sweets manufacturing.



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?