INTRODUCTION:

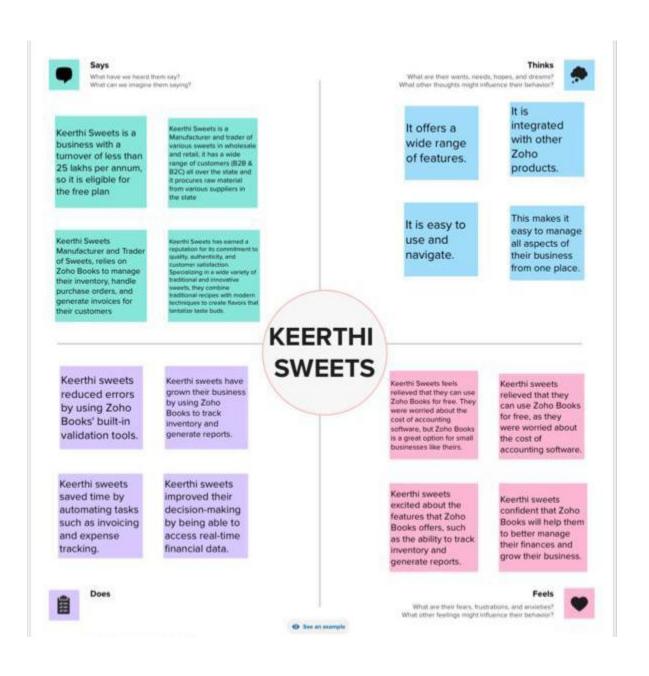
- 1.1 Overview
- 1.2 Keerthi Sweets is a chain of sweet shops based in Coimbatore, Tamil Nadu, India. The company was founded in 1970 by P. N. Rajagopal, and it has since grown to become one of the most popular sweet shops in Coimbatore.

Purpose:

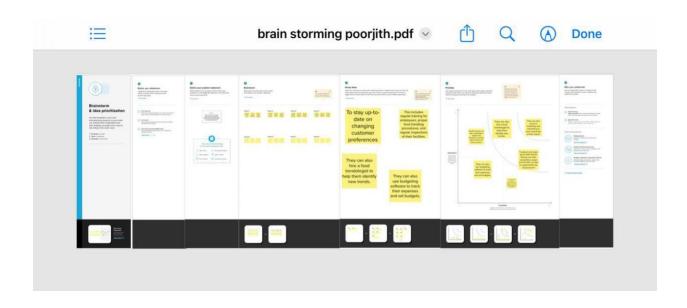
The purpose of Keerthi Sweets is to provide delicious and affordable sweets to the people of Coimbatore and beyond. The company is committed to using high-quality ingredients and traditional methods of making sweets. Keerthi Sweets also strives to provide excellent customer service.

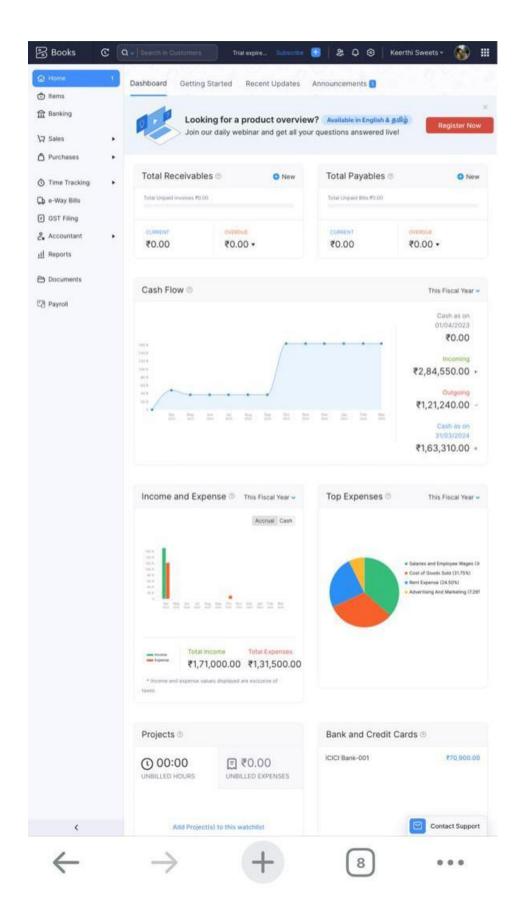
2.PROBLEM DEFINITION AND DESIGN THINKING:

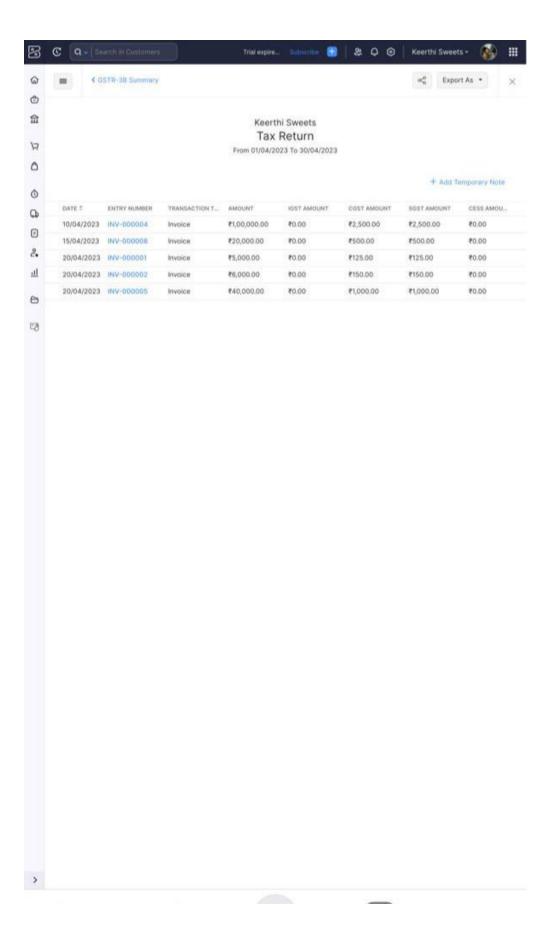
2.1 EMPathy map:

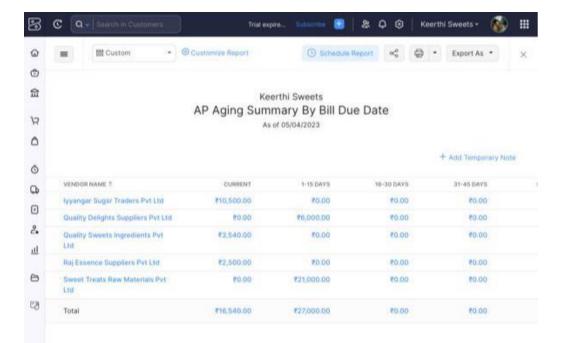


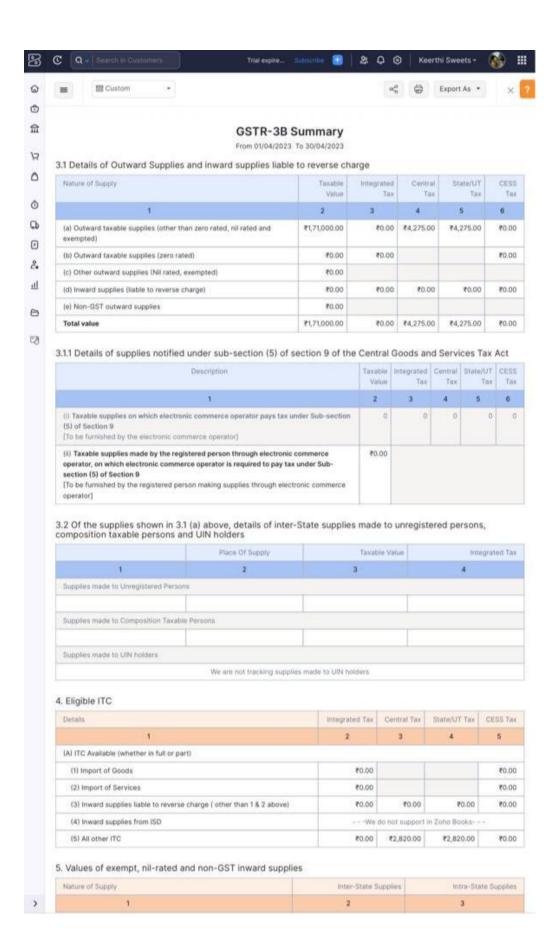
2.2 ideation and brainstorming:

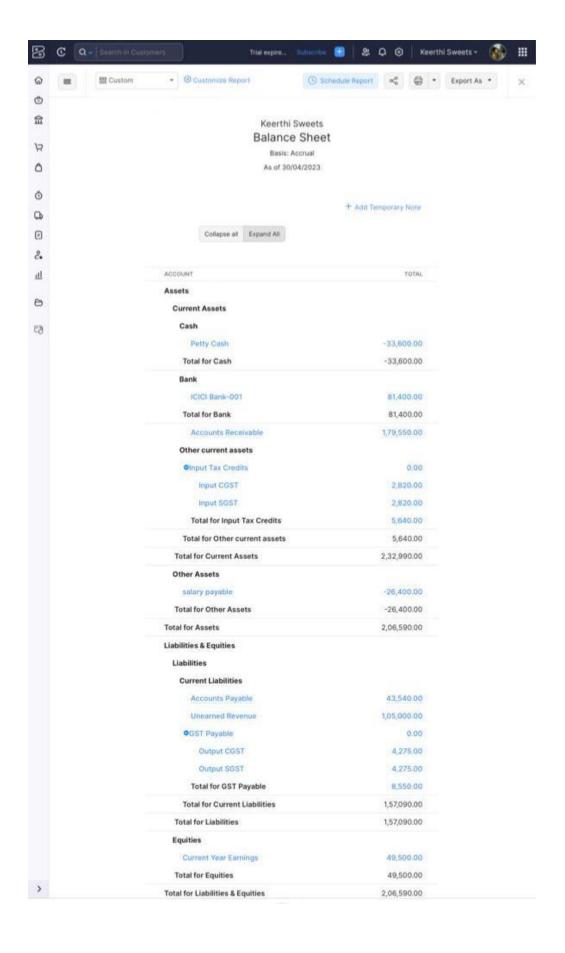


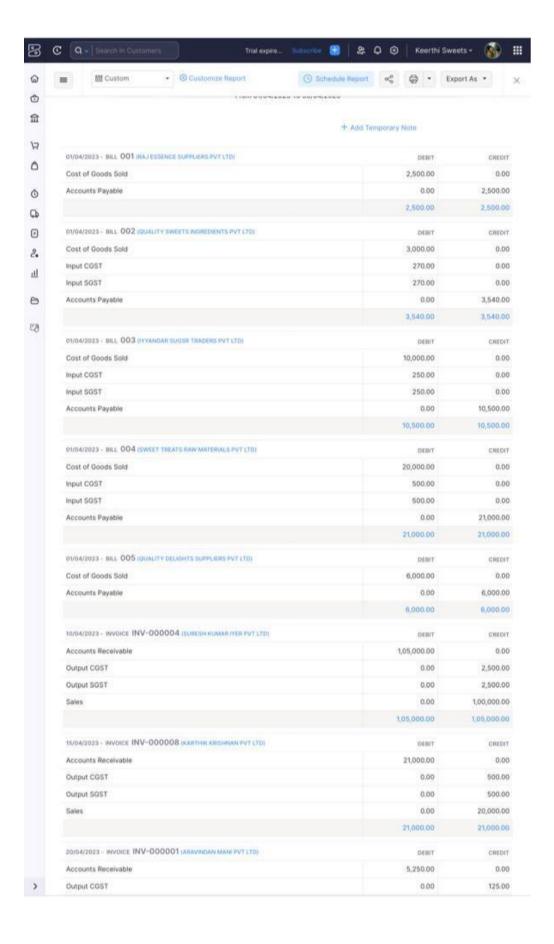


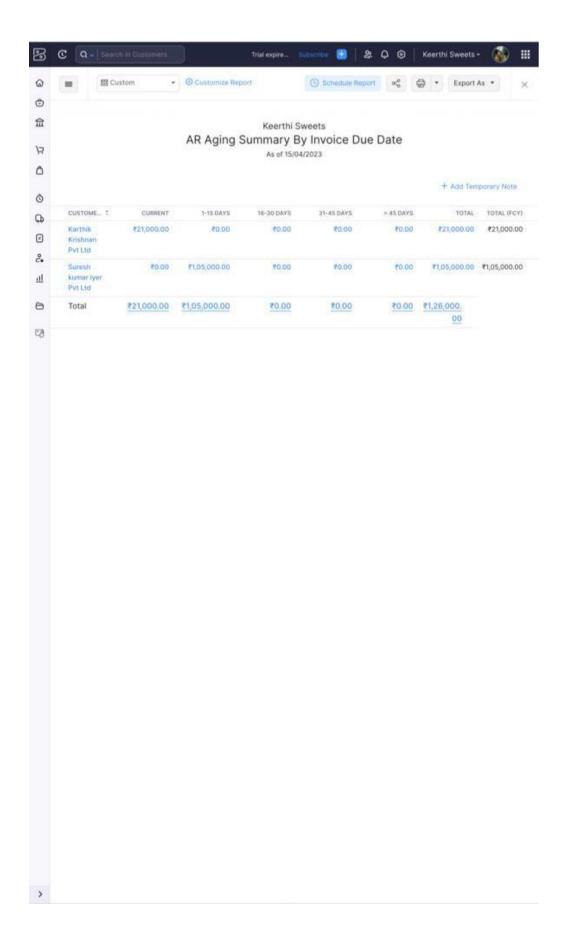












4. ADVANTAGES AND DISADVANTAGES:
Advantages :
°Wide variety of sweets:
°Freshly made
°Reasonable prices
°Convenient location
Disadvantages:
°Long lines
°Lack of parking
°Sweets may not be to everyone's taste
°Sweets may not be healthy
APPLICATION:
Keerthi Sweets is a popular sweet shop in Coimbatore, India. It is known for its wide variety of sweets, including traditional South Indian sweets, as well as Western-style desserts. Keerthi Sweets also offers a variety of other products, such as snacks, drinks, and frozen foods.
Conclusion:
Keerthi Sweets is a popular sweet shop in Coimbatore, India. It is known for its wide variety of sweets, including traditional South Indian sweets, as well as Western-style desserts. Keerthi Sweets also

Future scope:

Expand to new locations: Keerthi Sweets could expand to new locations in Coimbatore or even in other parts of India. This would allow the company to reach a larger customer base and increase its sales.

offers a variety of other products, such as snacks, drinks, and frozen foods.

Offer online ordering and delivery: Keerthi Sweets could offer online ordering and delivery services. This would make it more convenient for customers to purchase their favorite sweets.

APPENDIX

A Source Code