Says

What have we heard them say? What can we imagine them saying?

- Special festivals
- Birthday events
- Products:
 - ladoo
 - jaggery -other sweets

Grand openings

Weddings

What are their wants, needs, hopes, and dreams? What other thoughts might influence their behavior?

Promote

Create

more

demand

the shop

* Provide quality sweets

* Take healthy ingredients

> *Expand the branches *Provide varieties of the sweets

* Attract customers *Give valuable offer to the customers

Thinks



- Large varieties of sweets
- Visiting cards for the customers
- men
- Locate the shop for the customers needs
- We can appoint a best and the well known person for sweet making

- Appointed the delivery
- Appointed the salesmen
- Create patents
 - Brand awareness
- Sugar free sweets are available
- Sweets are fully with quality



What behavior have we observed?

What can we imagine them doing?

See an example



What are their fears, frustrations, and anxieties? What other feelings might influence their behavior?



