

## Says

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

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



**Thinks** 

Help service

some simple

clients who are

catering hacks.

on a budget with

How do you prepare for a catering event?

> what are the benefits of fresh bites catering?

How do you cater for large groups?

How do you organize catering?

How do I create a catering menu?

The flavors were spot-on and the ingredients were

fresh

A traditional wrap

showcasing our

brand logo, our

info, and user-

mission, contact

friendly instructions.

Fresh Bite Catering takes orders for large catering orders and small takeout orders through our website.

Delicious street eats that are sure to tantalize your taste buds with our food truck & catering service in Middle Sackville, Halifax.



## Persona's name

preparation and maintainance of zoho books for fresh bites catering

We guarantee steller service for all of our clients

we do Help service clients who are on a budget with some simple catering hacks.

> All fresh ingredients.

No matter what type of event you're hosting, we have the expertise and resources to make it a success.

Fresh, Quality Ingredients make for BETTER TASTING food.School lunches don't have to taste bad.

Our innovative smart vending machines offer a diverse range of nutrient-rich meals, snacks

At Fresh Bites all of our produce is either Non-GMO, organic, and local whenever possible.

pride ourselves on the compliments that we receive regarding our personal service and delicious food.

We serve happiness to our customers through delicious

**Feels** 

## 

wheels.

We are a premier

bringing you the

freshest and most

delicious food on

food truck service in

Halifax, dedicated to

## Does

What behavior have we observed? What can we imagine them doing?



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



