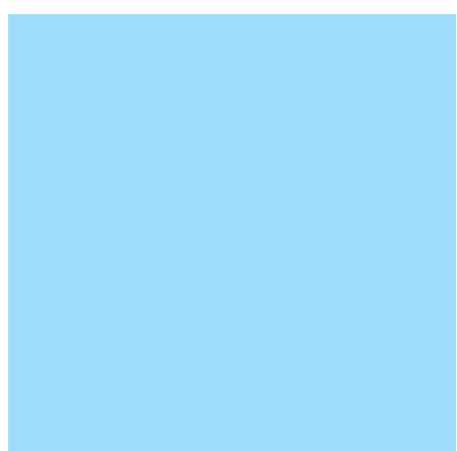




Says

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?



Persona name
Fresh Bites Catering
Summary of the persona

With years of extensive experience and having built a strong relationship with both SMEs and large companies,

We support small businesses and local spending, so the services we provide for you also benefit the community.

We guarantee stellar service for all of our clients, and pride ourselves on the compliments that we receive regarding our personal service and delicious food.

Our ingredients are selected carefully from local farmers and purveyors, because quality is important to us.

Fresh Bite Catering has become an expert in servicing conferences and huge corporate events.

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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?

