**Customer Journey:**

Problem recognition:

             The need of having pure handmade cheese arose from internal stimuli of hunger and purity. Most cheese in the market is industrial cheese. But there are consumers who want pure handmade cheese. That’s why restaurants are now looking for the supply of pure cheese.

Information search:

             In this case, it is a B2B business model where most of her customers are restaurants. Her approach to customers is direct marketing, where customers contact her directly through phone, instagram, or whatsapp. Customers discover her business either through word of mouth or through social media pages. I visited her instagram and facebook pages and found a good following there. Moreover, she is reaching restaurants directly and letting them taste her artisan cheese to help the customers in the information search process. She is using both personal and public (social media) sources to spread information about her business.

Evaluation of alternatives:

             What I get from her interview is that she is facing two competitions. One from industry made cheese and other competition is inside the pure cheese section which is imported cheese. Customer will evaluate her cheese among locally available industrial cheese. Her product is better in quality, but the industrial cheese is cheaper in price. Next is in the pure cheese section, where her product excels both in price and quality (purity).

Purchase decision:

             After deciding to buy her product, customers will expect the same qualities in her product but at a lower price than that of imported cheese. But due to inflation in the past 2 years, her product price is also at par with imported cheese prices. Also, unlike imported cheese she adds no preservatives, so cheese life is only two days with proper freezing. Customers have to make good purchase decisions, considering the above circumstances.

Post purchase behavior:

             One thing she mentioned about post purchase problems is that cheese life is short. Customers may face problems with that because to maintain the purity label of her cheese, she is not using any sort of preservatives.

**Things contributing towards good customer experience and improvements:**

Quality:

             As business grows, product quality starts to decline. One thing she did was that she has included her family members in her business to retain the quality of her cheese. Although she is educating her workers too, but family member respect the business values more. Sameer is doing marketing and she is heading production. She also had the option of adding preservatives to make her cheese last longer, but she avoided it to retain the quality (competitive advantage of her business) of her cheese.

Delivery:

             She educated her delivery boys to call only in case of emergency to the customer for avoiding frequent disturbance. Her delivery system is much more efficient than the cheese suppliers from Islamabad. She can also use food-panda services for smaller orders as everyone first opens foodpanda for online orders these days.

Quick response time:

             Customers reach her directly in most cases through instagram, phone call, or whatsapp. She has a habit of quickly sending them menu to shorten customer journey. Although, she had made a rule of closing business after 7 pm, but in some cases she goes out of way by accepting orders even at 2 am. Furthermore, she has started to educate restaurant owners to order at least a day earlier so that their order can be prepared on time and the consumers will receive fresh cheese. It can be made more quicker by investing in e-commerce. She can get a mobile app for her business to better manage orders of customers. One successful startup is blink.co in Lahore.

Innovation:

             She is continuously customizing her cheese with flavors and complementary items as her customers demand change after the time in cheese. For providing customers with different flavors of cheese, she makes a variety of flavors every day but in smaller quantities. One new thing that she is working on is to develop a culture of eating cheese as a snack on the table.