

Persona Profile for a Guard:

Name: Rajesh Singh

Age: 32

Education: 12th Standard Pass

Occupation: Guard

Location: New Delhi

Background: Rajesh is a native of New Delhi and has been working as a guard for the past 10 years. He comes from a lower-middle-class family and had to drop out of school to support his family. Rajesh is a hardworking individual and takes his job very seriously. He has been working for a security company that provides security services to various organizations across Delhi.

Personality: Rajesh is a disciplined and focused individual. He is punctual and takes pride in his work. He is very observant and has a keen eye for detail. He is also very patient and can handle stressful situations with ease.

Buyer Persona:

Business Goals: Rajesh wants to ensure that the security services provided to the organization are of high quality and that any security threats are identified and mitigated in a timely manner.

Personal Goals: Rajesh's personal goal is to save enough money to buy a house for his family. He also wants to provide a good education for his children and ensure they have a bright future.

Initiatives: Rajesh is always looking for ways to improve the security services he provides. He regularly attends training sessions and workshops to improve his skills and knowledge.

Timings and Patterns: Rajesh works in shifts and has a rotating schedule. He typically works for 8-12 hours a day, depending on the organization's requirements.

Buying Process: Rajesh is involved in the decision-making process when it comes to purchasing security equipment and tools for the organization. He provides his input on what equipment would be most useful for the organization.

Why They Buy: Rajesh buys security equipment to ensure that the organization is well-protected and to improve the quality of the security services provided.

What They Like to Buy: Rajesh likes to buy security equipment that is durable, reliable, and easy to use.

Persona Profile for a Warden:

Name: Shalini Desai

Age: 45

Education: Master's in Sociology

Occupation: Warden

Location: Pune

Background: Shalini is a native of Pune and has been working as a warden for the past 15 years. She comes from a middle-class family and completed her Master's degree in Sociology from a reputed university. Shalini has worked in various schools and colleges across Pune and has gained a reputation for her strict discipline and fair treatment of students.

Personality: Shalini is a strict but fair warden. She has high expectations of her students and expects them to follow the rules and regulations of the hostel. She is also very approachable and is always available to listen to the problems of her students. She has a calm and composed demeanor and can handle difficult situations with ease.

Buyer Persona:

Business Goals: Shalini wants to ensure that the hostel provides a safe and comfortable stay for the students. She wants to maintain the hostel's reputation as a well-managed and disciplined facility.

Personal Goals: Shalini's personal goal is to motivate and inspire her students to achieve their academic goals. She wants to ensure that the students receive a good education and are able to pursue their dreams.

Initiatives: Shalini is always looking for ways to improve the facilities and services provided by the hostel. She regularly conducts surveys to get feedback from the students and implements changes based on their suggestions.

Timings/patterns: works from Monday to Saturday and has a fixed schedule.

Buying process/why they buy?: As a warden, is responsible for purchasing various items required for the hostel, such as bedding, furniture, and other essential items.

Persona Profile for a Mess Incharge:

Name: Sanjay Patel

Age: 42

Education: Bachelor's in Hotel Management

Occupation: Mess Incharge

3. Location: Bangalore

Background: Sanjay is a mess incharge at a corporate office in Bangalore. He has been working in the hospitality industry for the past 20 years. Sanjay comes from a middle-class family and completed his Bachelor's degree in Hotel Management from a reputed institute in Bangalore.

Personality: Sanjay is a friendly and approachable mess incharge. He takes pride in the quality of the food served in the mess and ensures that the food is nutritious

and hygienic. He is also very organized and can manage large-scale operations with ea

Goals: Neha's business goal is to provide high-quality catering services to her clients and expand her business. Her personal goal is to maintain a healthy work-life balance and spend more time with her family. She likes to buy items that are high-quality and durable, such as professional-grade kitchen equipment and high-end ingredients.

Buying Process: Neha typically sources her ingredients from trusted suppliers and local farmers'