



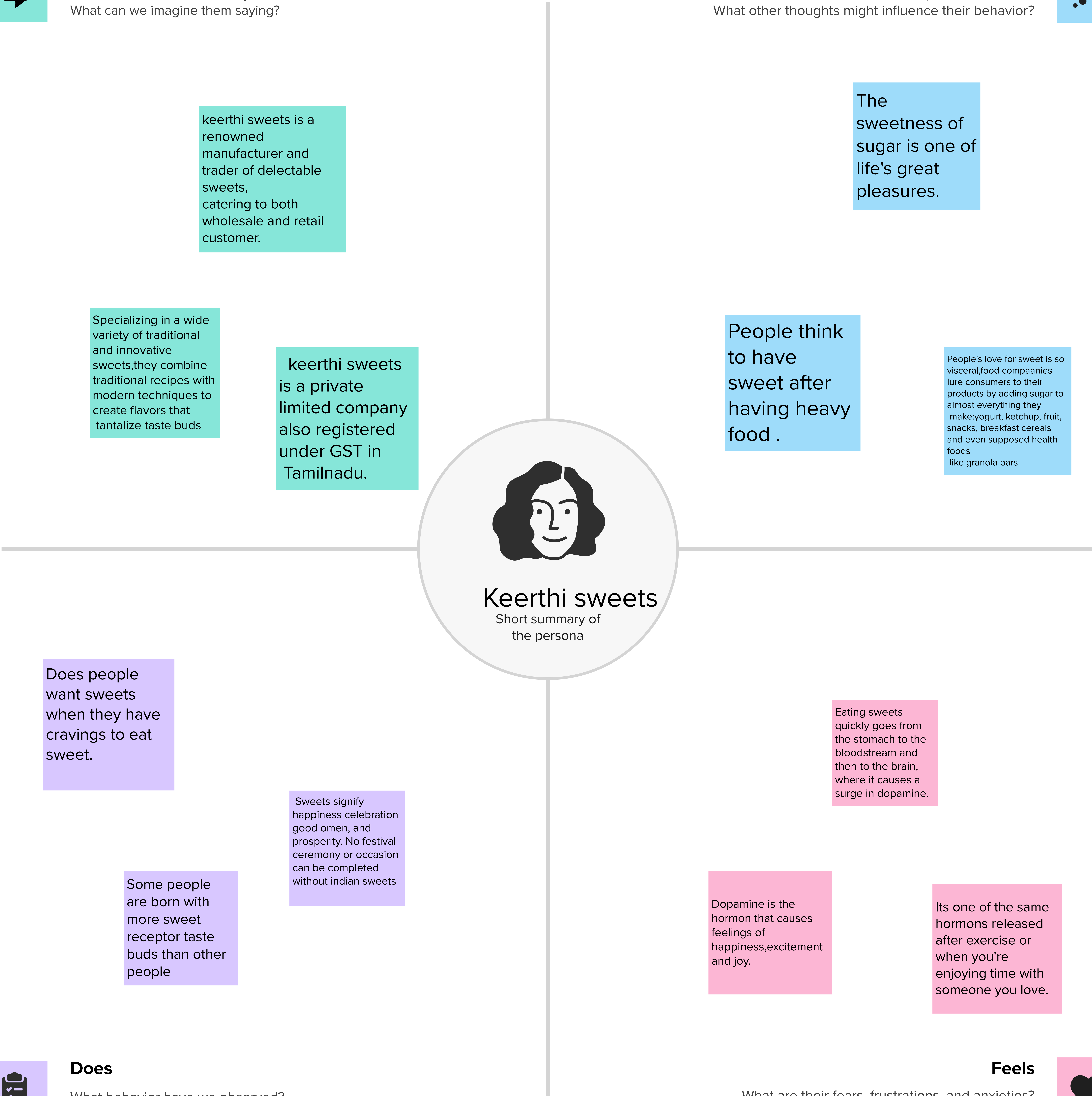
Says

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?



keerthi sweets is a renowned manufacturer and trader of delectable sweets, catering to both wholesale and retail customer.

The sweetness of sugar is one of life's great pleasures.

Specializing in a wide variety of traditional and innovative sweets,they combine traditional recipes with modern techniques to create flavors that tantalize taste buds

keerthi sweets is a private limited company also registered under GST in Tamilnadu.

People think to have sweet after having heavy food .

People's love for sweet is so visceral,food compaanies lure consumers to their products by adding sugar to almost everything they make:yogurt, ketchup, fruit, snacks, breakfast cereals and even supposed health foods like granola bars.



**Keerthi sweets**  
Short summary of the persona

Does people want sweets when they have cravings to eat sweet.

Eating sweets quickly goes from the stomach to the bloodstream and then to the brain, where it causes a surge in dopamine.

Sweets signify happiness celebration good omen, and prosperity. No festival ceremony or occasion can be completed without indian sweets

Some people are born with more sweet receptor taste buds than other people

Dopamine is the hormon that causes feelings of happiness,excitement and joy.

Its one of the same hormones released after exercise or when you're enjoying time with someone you love.



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?