



Jennifer 30 yrs
Married
Human resource
manager
Income 50K/yr
Love cooking,
watching movie
and musical



Persona

The target market will be age around 25-45, both male and female. They have stable income, and know how to enjoy life instead of busy at work. They like to cook, and have time to enjoy every meal on the dinning table. They like to adventure and try new stuff. They willing to invest their money on decoration especially on dinning utensils.

This salt and pepper shaker will sale on retail store. Stores will sale designers work, such as Zinc details on Fillmore street in SF.

