



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?

Business expenses are **the costs of operating a business**. They're recorded on the income statement. These expenses will be subtracted from business revenue to show a company's net profit or loss and taxable income

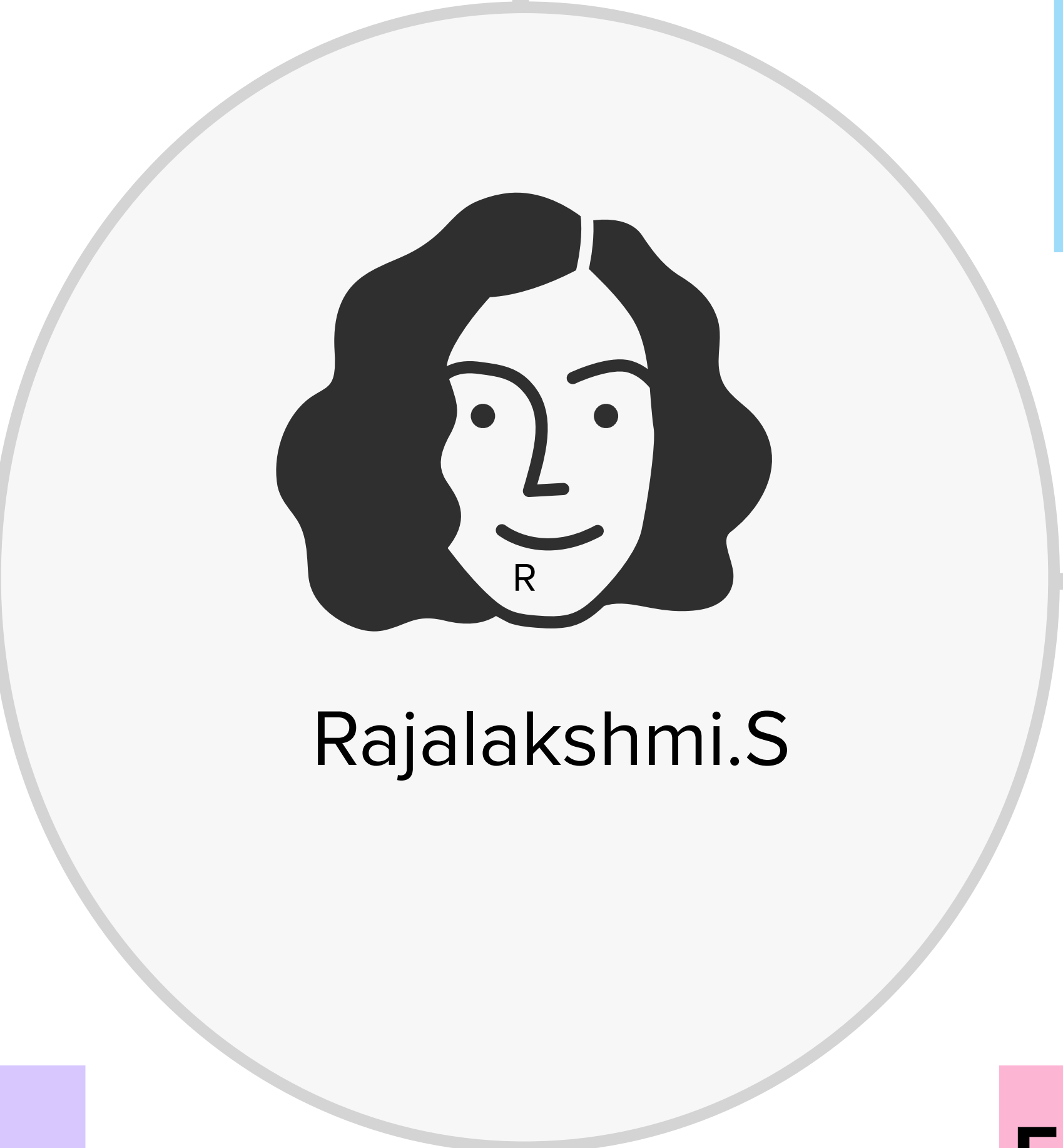
Cost drivers are the factors that cause or influence the changes in cause behaviour and structure. They can be internal or external, and they can have different effects on different types of costs for example, some internal cost drivers are production efficiency, technology, quality, or capacity utilization.

The specific business purpose of each transaction should be clearly stated on each expense report, and explain why the system has incurred the expense. The “why” should include the primary reason for the expense.

According to the Internal Revenue Service, business expenses are ordinary and necessary costs in incurred to operate your business.

Cost estimation helps you determined your projects budget,schedule the work necessary and new resources.

Cost estimates are also very crucial when it comes to win in new business.



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Cost behavior analysis refers to management's attempt to understand how operating costs change in relation to a change in an organization's level of activity

Helps you to make informed financial decisions and stay on top of your cash flow.

Fear is the response to a perceived threat, while anxiety involves worry about a threat that has not yet, or may never, happen.

Sometimes people fear success because of the anticipated potential social or relationship repercussions. Researchers called this phenomenon **backlash avoidance**. People tend to conform to these expected norms because they fear social or economic backlash.

Expenses are ultimately money that is spent in order to ensure the company can function and grow the operations of the business. Technically speaking, an expense is incurred whenever an asset is used up or a liability is incurred.

Business expenses are the costs of operating a business. These expenses will be subtracted from business revenue to show a company's net profit or loss and taxable income. Guidelines for business expenses can be found in Section 162 of the Internal Revenue Code (IRC).



Does

What behaviour have we observed?
What can we imagine them doing?



Feels

What are their fears, frustrations, and anxieties?
What other feelings might influence their behavior?