



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?



Persona's name
Short summary of the persona

Estimation business expensive is an important step in determining how much money to need to start and keep your business running without encountering cash flow problems.

every business has different requirements, depending on the type of product or service it sells, the size of the company, and the stage of growth of the business.

even so, most business expenses are either one time costs or ongoing expenses required to keep operations going.

I would suggest that needs should take up atleast 50% of your budget , while wants should take up no more than 30%.

Dreams about opening business show ambitions, goals, career, prospects, opportunities, choices and dilemmas, besides, it is often a sign of new beginnings, big changes, and your desire to explore, adventure, challenge, and grow.

In any company will have business expenses, meticulously tracking them ensures you know where your funds are going, and it helps your reduce your tax liability, its also crucial to understand what business expenses are and what you can deduct so you are not paying more tax than necessary.

Consumer behavior helps organisation decide what product and services to manufacture or offer.

when they know what customers buy and how they go about buying those products, organisations can more easily spot a need that has not yet been satisfied.

Most organisation must learn as much as they can about consumers and what types of products they purchase to come up with a winning idea.

Fear might be the one feeling thar entrepreneurs have experienced at some point in lives. it can be a looming presence, an invisible force that holds one back from taking risk and pursuing their dreams.

control - you dont have flexibility over your own schedule, profit- you are not making enough money to invest in the people, training, technology and equipment.

Emotions play massive role in business and in the success of your business, Emotions affect teamwork, customer satisfaction, manager- employee relationships, and employee retention.



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?