



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?



Feels

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



Does

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

See an example



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Estimation  
of Business  
Expenses

If your business has been operating for some time, look at historical financial data. Review past financial statements and records to get an idea of what you've been spending in each category.

Research industry standards and benchmarks for expenses in your sector. This can help you understand what is typical for businesses similar to yours

Calculate employee salaries, benefits, and payroll taxes. Don't forget to consider potential salary increases, bonuses, and benefits adjustments.

Strive for accuracy in your estimates. Rely on historical data and research to provide the most precise estimates possible. This will help you avoid unexpected financial surprises.

Be thorough in identifying and categorizing expenses. Ensure that you don't overlook any potential cost, no matter how small. It's often the smaller, overlooked expenses that can add up over time.

Consider your business's growth and expansion plans. As your business grows, expenses may increase. Factor in the potential costs associated with expanding operations, hiring more employees, or entering new markets.

Estimating business expenses is a fundamental part of creating a budget for your company. A well-structured budget helps you allocate resources effectively and plan for future financial needs

Expense estimation is a key component of financial planning. It allows you to anticipate and allocate resources for various business operations, such as production, marketing, and administration.

Estimating expenses can be anxiety-inducing, especially if there is uncertainty about the future or concerns about meeting financial obligations

By estimating expenses, you can identify areas where costs can be controlled or reduced. This can lead to increased profitability and better financial management.

When your expense estimates are well-researched and thoughtfully prepared, you may feel confident in your ability to manage your business's finances effectively.

Having a clear understanding of your expenses empowers you to make informed decisions about resource allocation, cost-cutting, and growth strategies