Says

What have we heard them say? What can we imagine them saying?

What are their wants, needs, hopes, and dreams? What other thoughts might influence their behavior?

Producers calculate

costs to predict

future business

expenses and

evaluatetheir

performance



Thinks

Accountants, investors,

business people, and

market analysis all

measure costs

Most people are aware of spreadsheets and for many years they have been used to keep tract of spending

This will allow you to calculate expenses in small business and also deduct business expenses

managing the finance and earning of your company



Business evaluate the expenses involved in the manufacturing of a product or service

> In project managements, this method gives investors an idea of the approximate expenses incurred in the completion of the project

Estimate helps set a profit margin and sales

price

It helps you see how well your business expenses balance with how much

you're saving

Business expenses

are indicators that

conditions and can

be used to predict

future conditions

explain past

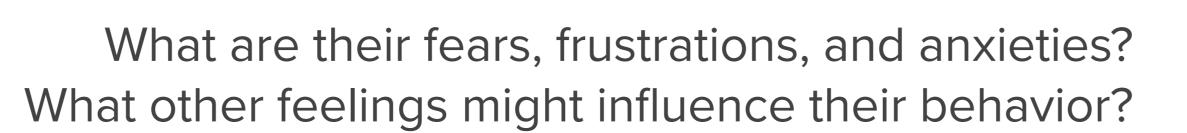
Unfortunately tracting business expenses can feel like a lot of extra, fiddly admin



Does

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





As a business owner,

business is essential

for monitoring your

you know that

keep tract of

cash flow

learning how to

