



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 cost incurred due to normal business operations regardless of the size of the company

Business make a profit by providing things that people need and want.

Business expenses also known as business deductions.

In order to calculate net income, business must subtract their expenses from their revenue.

Business expenses are ordinary and necessary costs a business incurs in order for it to operate.

Products are launching to fulfill the needs and wants of the consumers in the business target market.



customer

Business Expenses are incurred to run, operate and maintain a business smoothly.

Feels that fear of having no plan and no idea of what next.

Cost behaviour measures how change within a business process can affect costs.

Understanding the tax in implementation of choosing a business structure.

Cost behaviour also helps calculate cost - volume- profit.

Feels that fear of competition and responsibilities.



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?