



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?



To gather financial statements

To examine our expenses

To create a list of monthly expenses

By estimating expenses we could maintain our economy

In case of starting business estimating expenses is a very essential step

It helps to reduce unnecessary expenses for the following month

Estimating business expenses is an important step in determining how much money we need to start and keep out business running without encountering cash flow problems

Every business has different requirements depending on the type of products or services it sells

Most business expenses are either one- time costs or ongoing expenses required to keep operations going

Target audiences will get fulfilling orders, equipments and supplies in reasonable price

Executing eligible works together with the amount of the considered cost

Rent, Utilities, Wages, Maintenance, insurance and the cost of goods sold



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?