

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 the costs of operating a business

They are recorded on an income statement

Increase brand awareness internationally

Market penetration stategies

Concentration on new product development

Increased economicies of scales

ESTIMATION OF BUSINESS EXPENSES

Expenses are deducted from revenue to arrive at profits

A guide for employees who make purchases using company funds

Self-doubt and feelings of inadequacy are challenging for anyone to overcome

Fear of not gaining customers

They are costs incurred from borrowing from lenders or creditors

Fear of lacking experiences

Does

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

What are th

Feels

