

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?



Thinks

To estimate the costs for equipment and supplies, you can shop online or request a quote from a vendor.

Every business has different requirements, depending on the type of products or services it sells, the size of the company, and the stage of growth of the business.

This involves
estimating all the
expenses required to
start and operate the
business, such as
equipment, rent,
inventory, and
marketing.

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

The type of equipment you need depends on the type of business you open.

Even so, most business expenses are either one-time costs or ongoing expenses required to keep operations going.



Persona's name

Short summary of the persona

Most businesses need to buy computers, a printer, fax machine, copier and a phone for each desk would be very difficult and time-consuming to attempt to estimate business travel expenses from a paper-based, manual expenses system.

Furniture includes desks, chairs and filing cabinets.

Some expense systems can tie your travel and expense data back to a business outcome such as a sales opportunity, customer project or marketing campaign meaning companies can predict their expenses spend based on similar opportunities or projects of the same value.

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Does

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



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



