ESTIMATIION OF Business EXPENSE



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?

What thoughts

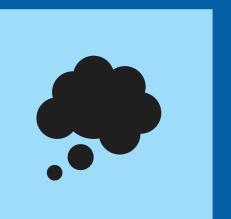
might business

owners or

managers have

when estimating

business expenses



Thinks

Business owners
or managers
may see a
complex
landscape of
expenses

from operational costs to overhead expenses and employee salaries.

They may also see the need to invest in resources, equipment, or technology in order to remain competitive.

For example, they may think about the necessity of each expense item

Management

potential costcutting measures, or the impact of expenses on the overall financial health of the business.

Business owners or managers may say that it is essential to carefully

They may also express a desire to find cost-effective solutions and explore ways to cut unnecessary costs without sacrificing the quality of products or services.

plan and budget for business expenses in order to ensure financial stability.

What emotions might business owners or managers experience when estimating business expenses?

This could include feelings of stress, anxiety, or pressure when trying to balance costs and profitability.

They may also experience relief or satisfaction when finding cost-saving solutions or effective budgeting strategies.



Does

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

Feels

