Estimation of Business

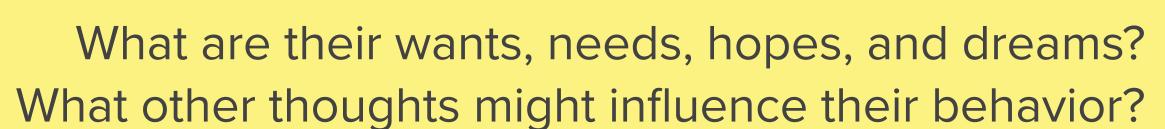


Says

What have we heard them say?
What can we imagine them saying?

Expenses

Thinks





They might set
aside a separate
budget or
emergency fund to
handle unexpected
expenses

Business owners often decuss and seek advice from facial advisors, accountants, or other

business owners
regarding estimated
expenses

Business owners
may feel concerned
and stressed

about the uncertainty expenses

They may think about the potential impact of

expenses on the overall financial health of the business

"I want to be confident about the accuracy of our expense estimates."

"I struggle to prioritize expenses and allocate budgets efficiently"

"I wish there was
a way to
estimate
expenses more
quickly and
easily."

"What tools or strategies should I use to allocate budgets effectively?"

Utilizes expense tracking software or

spreadsheets to estimate and manage

expenses

Allocates budgets based on priority

areas of the business

Frustrated with the complexity of

expense estimation.

Anxious about overestimating or underestimating expenses

They may analyze financial reports, forecasts,

and industry trends to make informed decisions about

budgeting for expenses

They may negotiate with suppliers or service

providers to get the best deals and prices

They may also feel anxious about making the night

financial decisions for their business

Concerned
about
underestimating
expenses and
going over
budget



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?





START YOUR