

Estimation of Business Expenses



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?

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 right 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?



Feels

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