

# Estimation of Business Expenses



## Says

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

***I need to plan and allocate our expenses effectively***

***I require tools that simplify the process of estimating expenses***

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

***I struggle to prioritize expenses and allocate budgets efficiently***



## Thinks

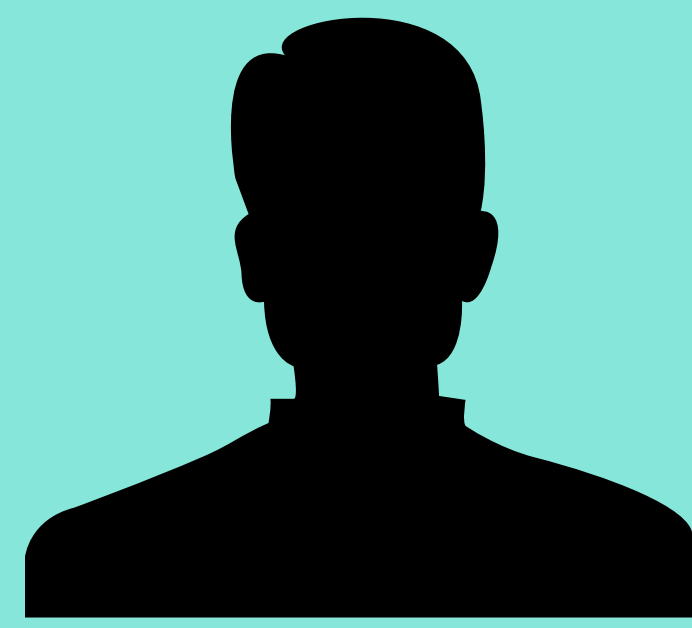
What are their wants, needs, hopes, and dreams?  
What other thoughts might influence their behavior?

***How can I ensure our business expenses are accurate and realistic?***

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

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

***I need to prioritize expenses based on our business goals***



***Hariharan.S***  
*Business owners  
or  
managers Account  
ants or financial  
advisors Start-up  
entrepreneurs*

***Utilizes expense tracking software or spreadsheets to estimate and manage expenses Allocates budgets based on priority areas of the business***

***Anxious about overestimating or underestimating expenses.***

***Seeks advice from accountants or financial advisors for expense estimation***

***Conducts research to identify typical expenses for their industry or niche***

***Frustrated with the complexity of expense estimation***

***Confident and relieved when they can accurately estimate and allocate expenses***



## Does

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

[See an example](#)

## Feels

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

