

Says

Buying the building

in which you plan to

run your business

takes a considerable

payments if you take

sum of money, and

ongoing monthly

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?

computing the breakeven point of a new undertaking—to analyze future profits



Thinks

The type of space in which you set up your business needs to be estimated as an ongoing expense. If you plan to lease space, calculate the cost based on the current price for square footage in your area.

Expense of obtaining your business

If you open a home office, your expenses are

considerably lower,

but you still need to

keep an eye on the

costs for turning an

area or room into a

suitable office

Estimating business expenses

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.

ESTIMATION
OF BUISNESS
EXPENSIVE

The type of equipment you need depends on the type of business you open. Most businesses need to buy computers, a printer, fax machine, copier and a phone for each desk.

Furniture includes desks, chairs and filing cabinets

Need depends on the type of business

Various types of software, such as basic accounting, word processing, customer relationship management, and specialized programs required as part of your business, also need to be included in your

If you plan to manufacture and ship products, evaluate the process and supplies required to create and assemble your products before you ship them out the door.

One-time costs: These are expenses that are incurred only once when starting the business. They may include things like market research, legal fees, permits and licenses, branding and logo design, website development, and initial inventory or equipment purchases.

Estimate your small business startup cost before you launch

Ongoing costs: These are recurring expenses that you will need to budget for on a regular basis. They may include rent or lease payments, utilities, insurance, salaries or wages, marketing and advertising expenses, inventory replenishment, and software subscriptions.

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.

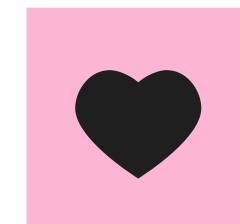
Operational costs: These are expenses directly related to the day-to-day operations of your business. They may include raw materials or supplies, packaging, shipping or delivery costs, maintenance and repairs, and any other expenses specific to your

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?



Feels

