



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?

Estimation of business expense refers to the process of forecating or approximating the cost that a business is likely to incur in its operations.

salaries and wages,rent,marketing and raw materials,taxes and other overhead expenses.

By estimating expenses accurately,businesses can determine the amout of revenue they need to grnerate in order.

Estimating business expenses in crucial for budgeting and financial planning purposes.

Estimation can be based on historical data,industry benchmarks,market research,or a combination of these factors.

it allows businesses to allocate resources effectively,make informed decisions,and set realistic financial goals.



ESTIMATION OF BUSINESS EXPENSE

Short summary of the persona

it is important for business owners to regularly review and update their estimates to reflect in their business.

unexpected expenses or financial challenges may still arise despite careful estimation.

Estimating business expenses can make business owners fell more conifident and in control of their fiances.

Estimating business expenses helps in forecasting future financial needs and requirement.

By estimating expense,business owners can avoid unexpected financial shortfalls and that they have enough resources to cover their costs.

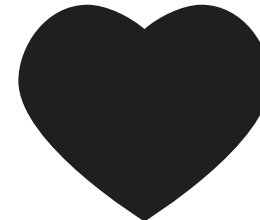
This can give them a sense of empowerment and control over their financial situation.



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?

See an example