



Says

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

Reviewing past financial records can provide insights into previous expenses,allowing for more accurate extimates

Market conditions, industry standards,and competitor's expenses can be used as bench marks for extimation

It's wise to include a buffer or contingency fund in your extimate to account for unexpected expenses

Consider using accounting software and financial tools to streamline expense estimation and tracking processes

Thinks

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



Seek advice from financial experts or consultants who can provide insights specific to your industry

Continuously monitor and adjust your budget as your business evolves and circumstances change

Review past financial records to understand your business's spending patterns and trends

Factor in a contingency or buffer for unexpected expenses or economic fluctuations

Persona’s name

Short summary of the persona

If you have specific questions or need clarification on any aspect of business expense extimation, I can provide answers and explanations

I can assist with basic calculations related to expense extimation, such as calculating total monthly or annual expenses based on given figures

Ican provide sample expense categories and explain how they might apply to different types of businesses

I can suggest best practices for creating a realistic and effective expense extimation strategy

Certainly,extimating business expenses can be challenging but is essential for effective financial planning

It's a crucial aspect of managing a successful business

Estimation of business expenses requires a careful analysis of past data, industry benchmarks, and market coditions to project future costs accurately

Remember to be thorough, review your extimates regularly, and always have contingency plans in place for unexpected expenses



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?

