



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?

Estimate are popular among businesses of all sizes ans supply chain levels such as manufactures, whole salers, retailers or other intermediaries.

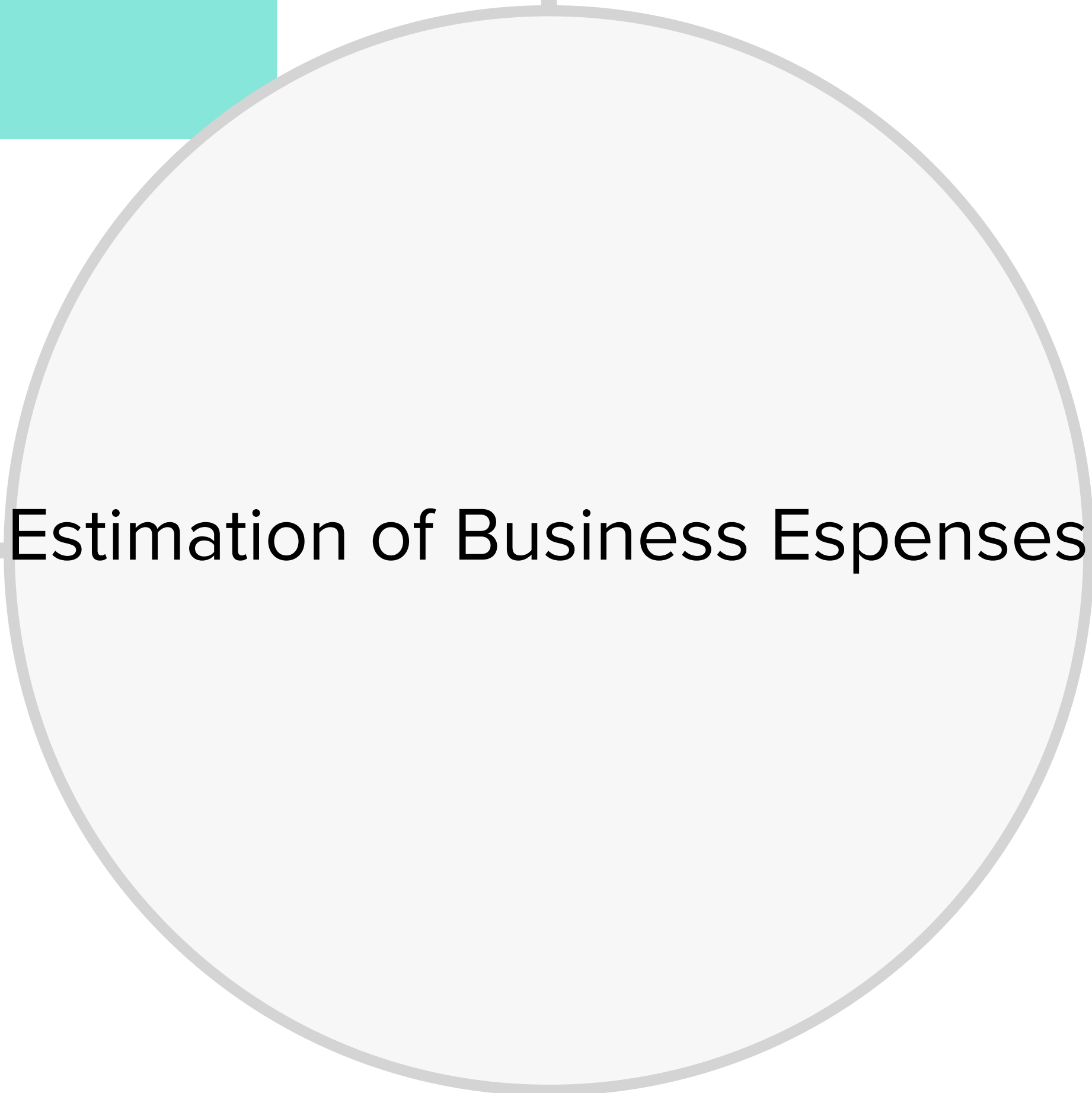
Marketing is mostly interested in creating and satisfying.

Its expenses that vary from month to month.

Estimate are most commonly used in project-based jobs such as construction, design,contracting,etc.

The fulfillment of those needs can then motivate them to make a repeat purchase or to find different goods and services to better those needs.

Consumer behavior can be thought of as the combinate of efforts and resulted to the consumer's need to solve problems. Consumer problem solving is triggered by the identification of some unmet need.



Estimation of Business Expenses

Estimating all the expenses required to start and operate the business, such as equipment, rent, inventory and marketing. By calculating these costs upfront, business owners can better plan their budget and avoid unexpected expenses.

They avoiding decisions, making specific choices, seeking additional information, etc.

Estimate the costs of getting people to buy our company's offerings, including design of our logo, business cards, website, and a brochure or flyer that outlines our products or services.

The effort estimate is also relevant for the preparation of offers by service companies.

The purpose is to encourage customers to probe and express their deep feelings about the service and to voice needs, concerns, or hopes that might not otherwise surface.

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



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?