



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?

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calculate their salary, tax obligations and the cost of benefits to help estimate the business expenses.

• Paying your sales staff a commission as they bring in orders is another cost to include in your budget.

• Expenses are used to calculate net income. The equation to calculate net income is revenues minus expenses.

• Being able to estimate business costs accurately can help you plan for the future and see trouble on the horizon.

• There are many ways to estimate costs, and each one is a different blend of difficulty and accuracy.

• A business budget helps owners determine if they have enough money to fund operations, expand, and generate income.

• By calculating these costs upfront, business owners can better plan their budget and avoid unexpected expenses.

• This involves estimating all the expenses required to start and operate the business, such as equipment, rent, inventory, and marketing.

• These benefits include budget planning, resource allocation, risk management, improved decision-making, and competitive advantage.

• Fixed expenses: Expenses that remain the same from month to month (rent, cable bill, car payment)

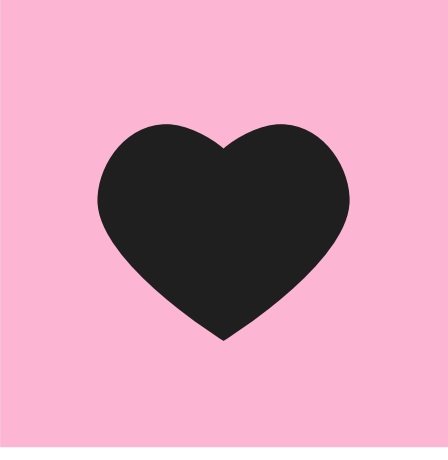
• The basic goal of expense tracking is to find and get rid of inefficient spending patterns in your financial life.

• Variable expenses: Expenses that vary from month to month (electricity, gas, groceries, clothing).



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