



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?



Persona’s name
Short summary of the persona

Increasing cash flow without overloading employees or sacrificing product or service quality is challenging, especially when your finances are tight and your resources are limited.

If less. Streamlining costs is very straightforward and directly affects your profit margin.

Business expenses are an unavoidable aspect of any company's day-to-day operations. From small startups to established companies, expenses play a vital role in sustaining and growing businesses.

Running a successful business is a continuous process that requires continuous monitoring, analysis and adjustment. Investigate several cost factors to make sure you're not paying more than absolutely necessary.

Implementing proper cost-control systems can yield immediate savings while ensuring competitive profit margins.



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?