

## **Intoduction:**

*This involves 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.*

## **Purpose:**

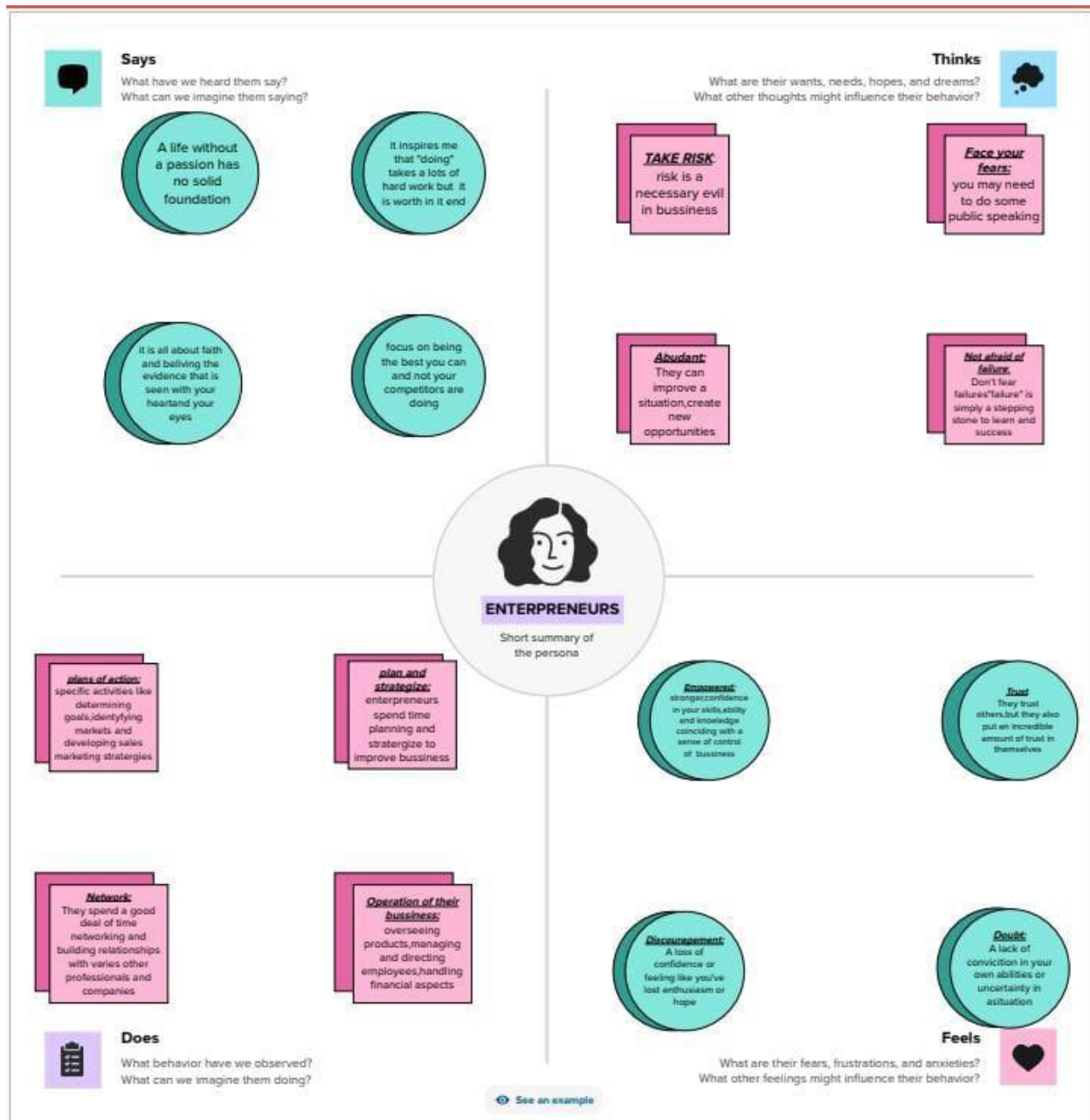
*According to the Internal Revenue Service (IRS), business expenses are ordinary and necessary costs incurred to operate your business. Examples include inventory, payroll and rent. Fixed expenses are regular and don't change much — things like rent and insurance. Variable expenses are expected, but they can change*

## **Problem definition and design thinking:**

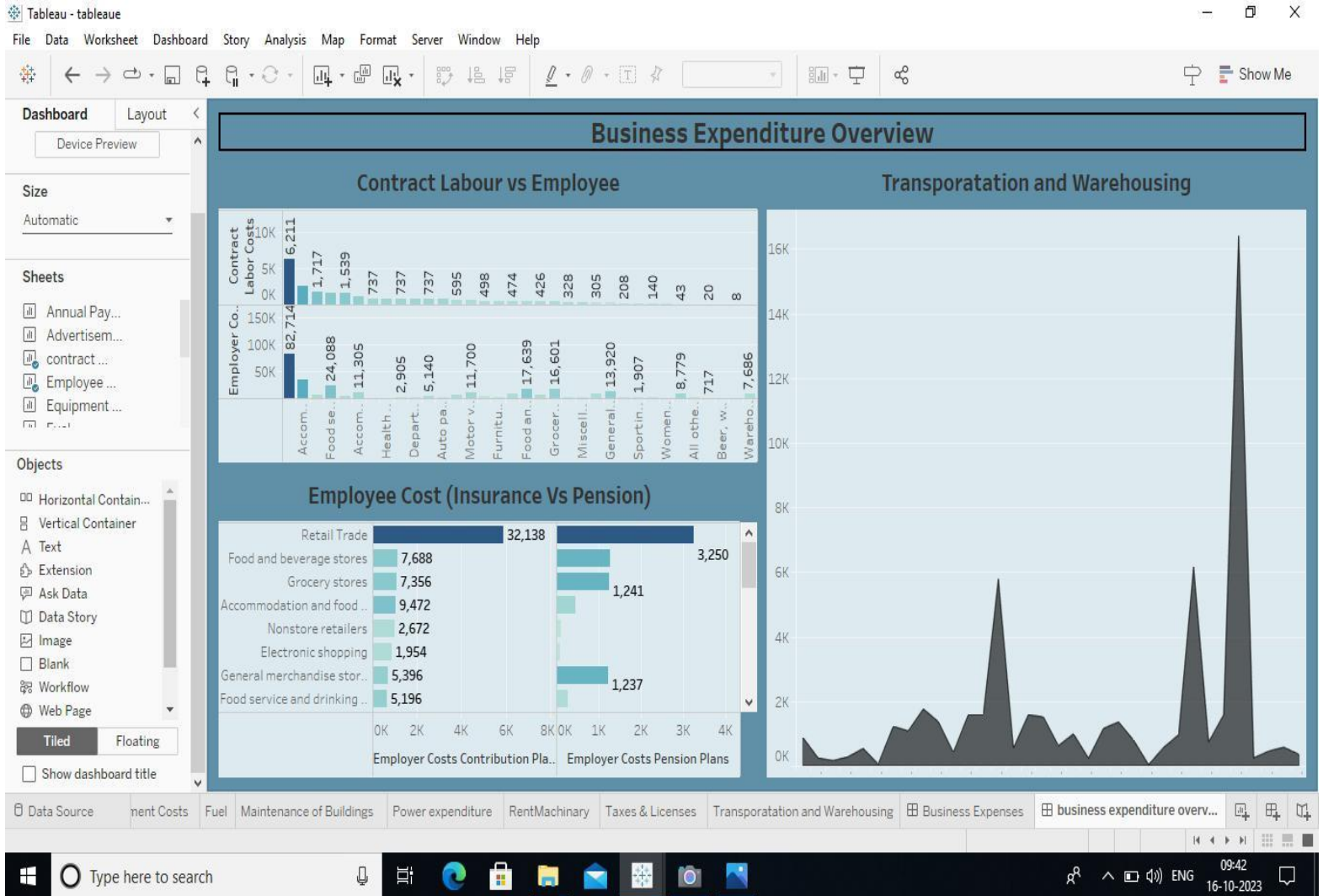
### **Ideation & Brainstorming mapping**

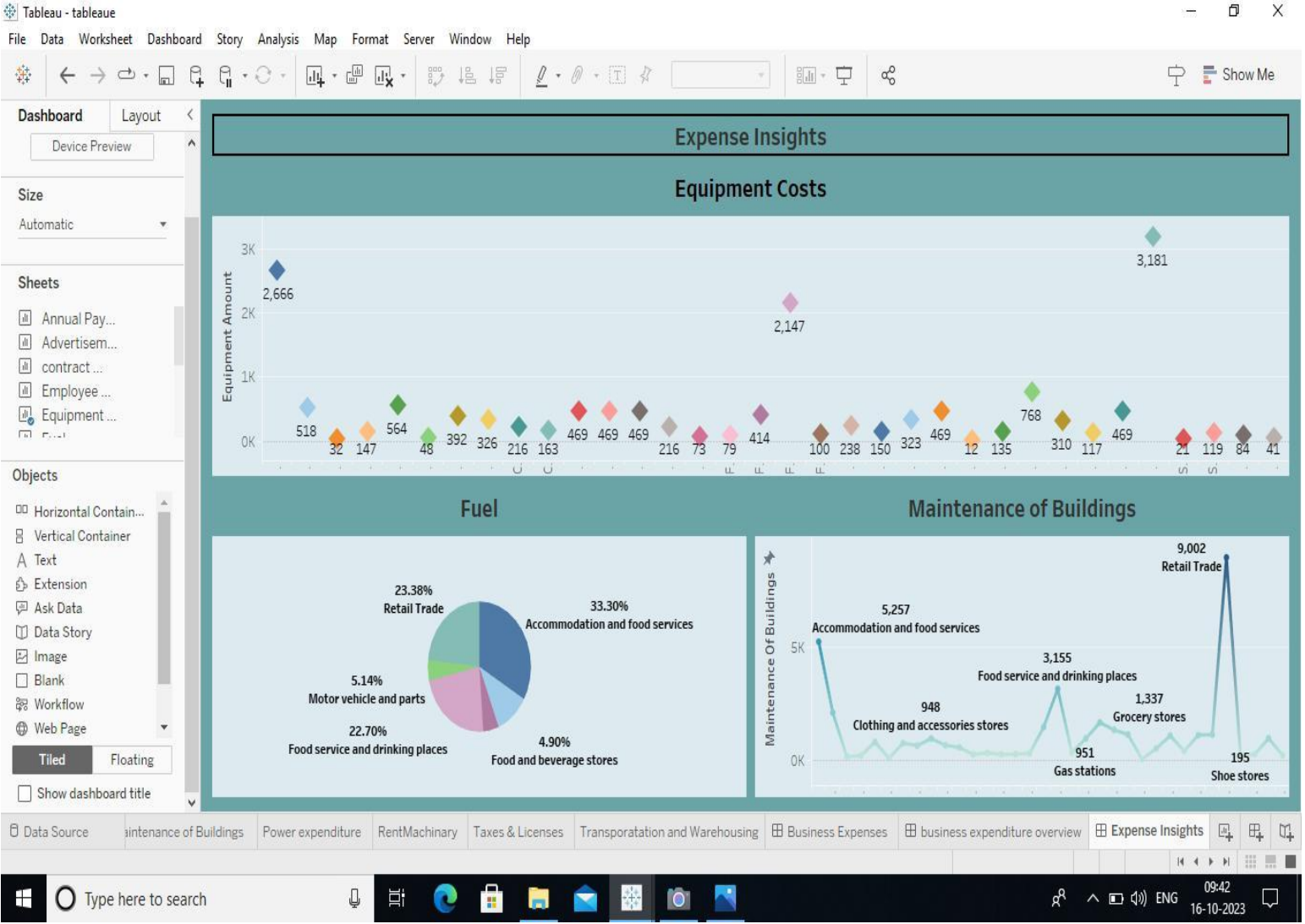


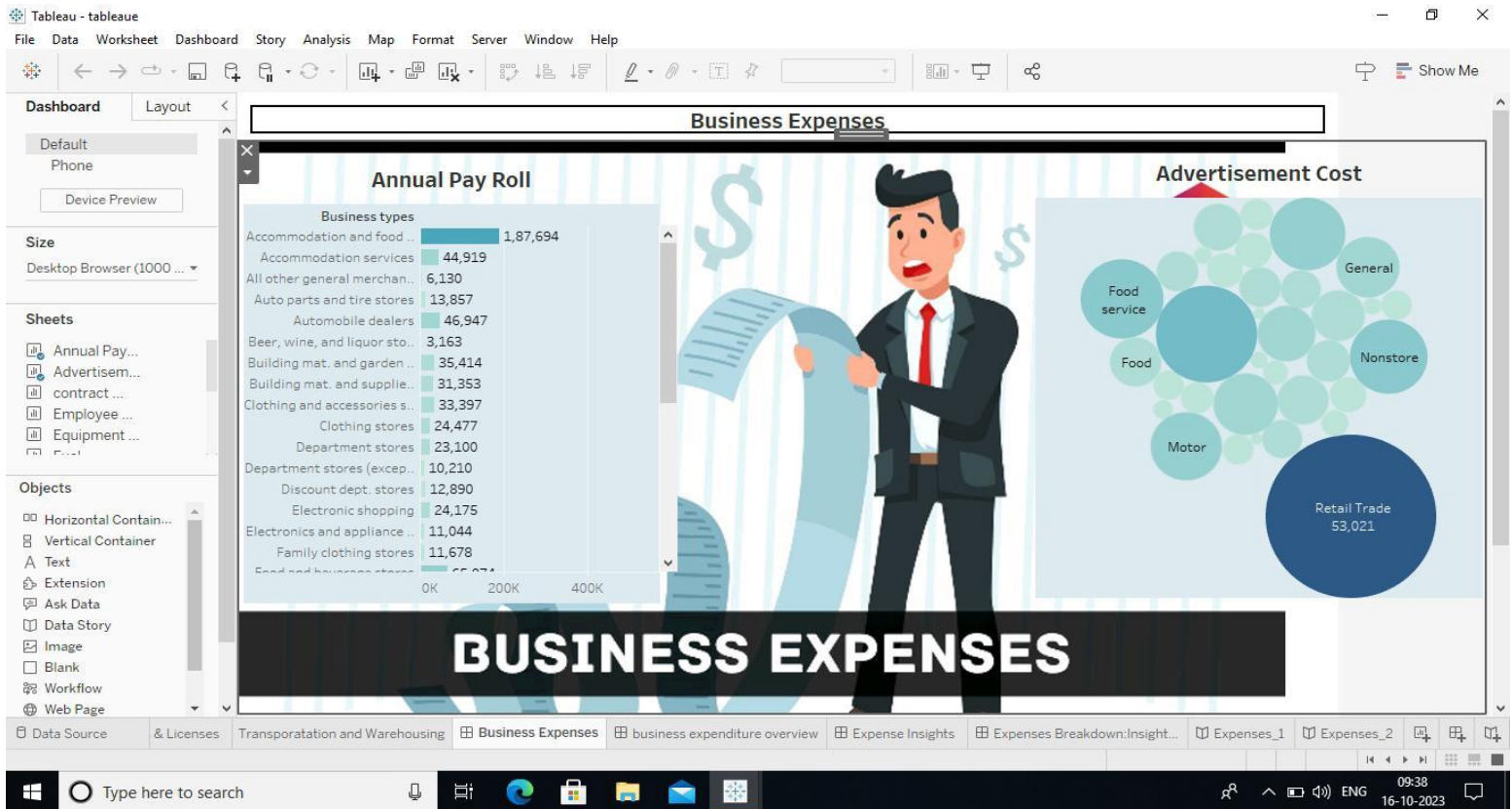
## Empathy mapping:



## Result:







## ***Advantages & Disadvantages:***

### ***Advantage:***

***These benefits include budget planning, resource allocation, risk management, improved decision-making, and competitive advantage. Using cost estimation, organizations can ensure the success of their projects and maintain a competitive edge in their respective industries.***

### ***Disadvantages:***

***Additionally, the estimates are completed by the individuals completing the work, who are the most knowledgeable of it. The disadvantages are that the process is costly and time-***

***consuming. Breaking work down and involving project team members in planning both take time, and neither is free***

### **Applications:**

***Business expansion takes on different forms. It includes purchasing new assets, opening new units, adding sales personnel, increasing advertising, adding franchises, entering new markets, providing new products or services, and more.***

### **Conclusion:**

***Expenses are an inevitable aspect of running a company. General and administrative expenses, research and development costs, and the cost of goods sold are all examples of operating expenses. If your operating expenses grow higher, then it seems to lower the business profitability of the company.***

### **Future scope:**

***The process of forecasting the financial and other resources needed to complete a project within a defined scope. Cost estimation accounts for each element required for the project — from materials to labour — and calculates a total amount that determines a project's budget.***