

## Says

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

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



**Thinks** 

advertising and marketing expense

cerdit card processing fees

license and regulatory fees

expected costs

profits

revenuees

Estimation of Business Expenses

Team head
:S.Mohana priya
Team members:
 V.Monika
 P.Poovarasi
 C.Yuva shree

creating a budget

controlling cost

analyzing cost volume profit

tasking a task

lack of recognition

letting down



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?

