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

Business are part of company's operation

There different categories of business for its own persanal purposcs

To know how much money you need to start up a business

Business
expenses
helps to make
financial
decision

To find the net and loss profit of a company or any business

Marketing expenses are the most commonly used business expense in real world



Persona's name

Short summary of the persona

We comes to known how companies taxes can be deduectable

to know something more about a business

companies
taxes can be
reduced

To know how many employees needed for a business

Create expense policy infrastracture

Feels

we know how to use the financial tools in a right manner

Does

What behavior have we observed? What can we imagine them doing?

What are their fears, frustrations, and anxieties? What other feelings might influence their behavior?



