



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?

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

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

Business
expenses
helps to make
financial
decision

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

B U S I N E S S
E X P E N S E S

We comes to
known how
companies
taxes can be
deduectable

to know
something
more about
a business

companies
taxes can be
reduced

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

To know how
many
employees
needed for a
business

Create
expense
policy
infrastructure



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?