



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 expenses plays a crucial role in economy

Each company typically pay taxes to government

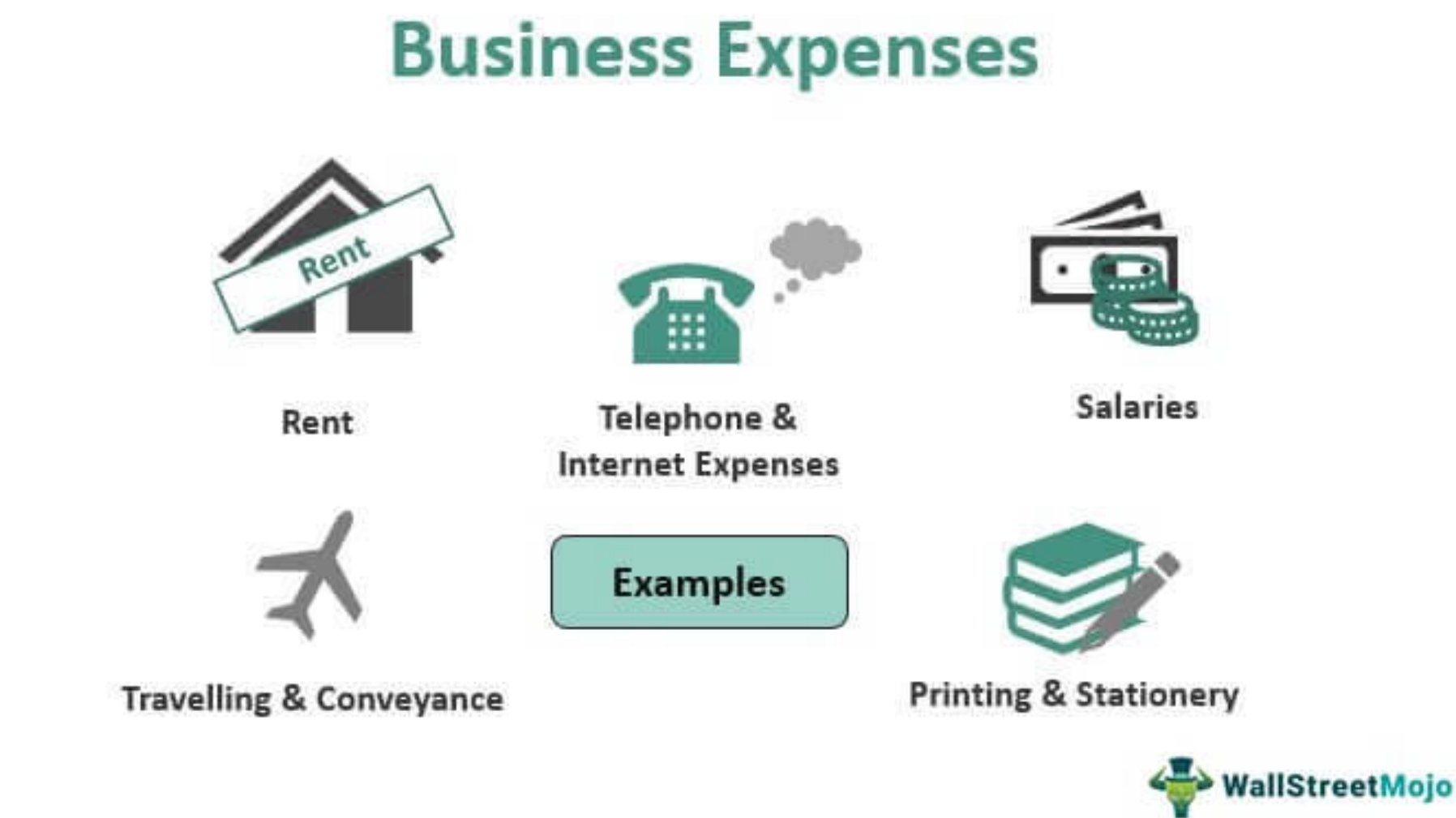
The main objective of a business is to generate profit by providing goods and services.

Importance of bussiness l. e;  
revenue generation, economic growth, market expansion and genarates employment.

Business expenses fall into two categories;

1.Cost of goods sold (COGS)

2.operating expenses



Separating business expenses from personal expenses is crucial for small business tax management and for deduction

Some expenses categories are tax-deductible, and helping a company to reduces its tax liability.marketing expenses are often 100% deductible. Business expenses can be give profit and loss.



Which include rent, salaries, bush licenses and permits, and self-employment.  
In current situation, all the business communication depending on internet and phone to function.

In today's situation, the bussiness is most important one, by economically.  
Interest: something like credit card purchases for travelling employees can be perfect transaction.



BRITTANY

Brittany is a college age women.she likes to spent her money on small business.

Sometimes a bussiness might provides a education opportunities via to provide a educational loan.

Bussiness expenses include the cost along with the ordinary and necessary operational expenses associated with keeping a bussiness running.

The most successful entrepreneurs have experienced failure at some point. Instead of focusing on the possibility of failure.

Not making long terms commitment to customer, client, vendors or supplies



Fixed expenses include mortgages, depreciation insurance, rent, while these expenses can change over time, for a specific duration.

Tracking a bussiness expenses is essential for maintaining healthy cash flow and qualifying for tax deductions that could reduces taxable income.

The fear of might have not being able to handle stress and responsibility that comes with running a bussiness.

Another common fear among would be entreprenures is the fear of financial insecurity.

Fear among to preventing individuals from becoming entrepreneurs is not having the proper base, or the knowledge to begin their own business.



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?