



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?

- "TO UNDERSTAND THE MARKET."
- "TO HIRE THE RIGHT PEOPLE."

- TO MAKE SURE MY BUSINESS IS PROFITABLE."

- WHAT ARE MY CUSTOMER'S NEEDS?"
- "HOW CAN I MAKE MY BUSINESS MORE EFFICIENT?"

- "HOW CAN I ATTRACT AND RETAIN TOP TALENT?"

- TO GET MY PRODUCTS AND SERVICES IN FRONT OF CUSTOMERS

- "HOW CAN I IMPROVE MY MARKETING STRATEGY?"

- CONDUCTS MARKET RESEARCH
- ANALYZES DATA

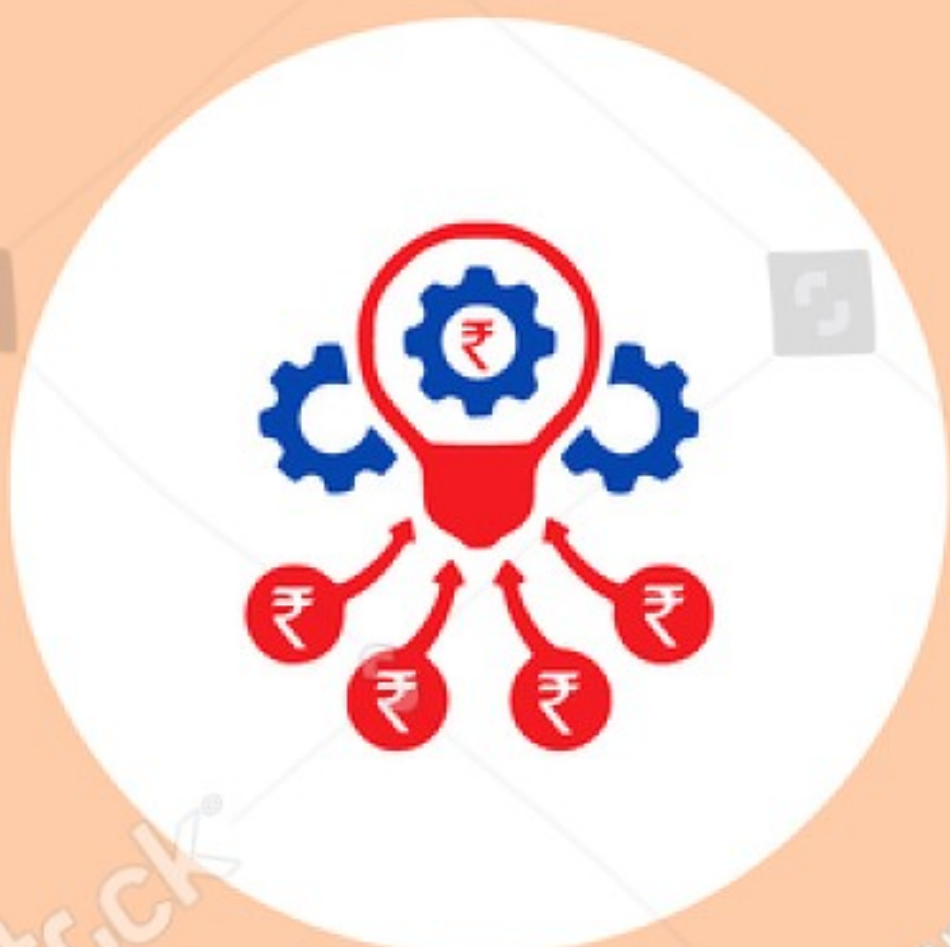
- DEVELOPS BUSINESS PLANS
- NEGOTIATES CONTRACTS.

- MANAGES EMPLOYEES
- MARKETS PRODUCTS AND SERVICES

- PLAN FOR GROWTH BUSINES

- EASILY ESTIMATE OUR BUSINESS COST

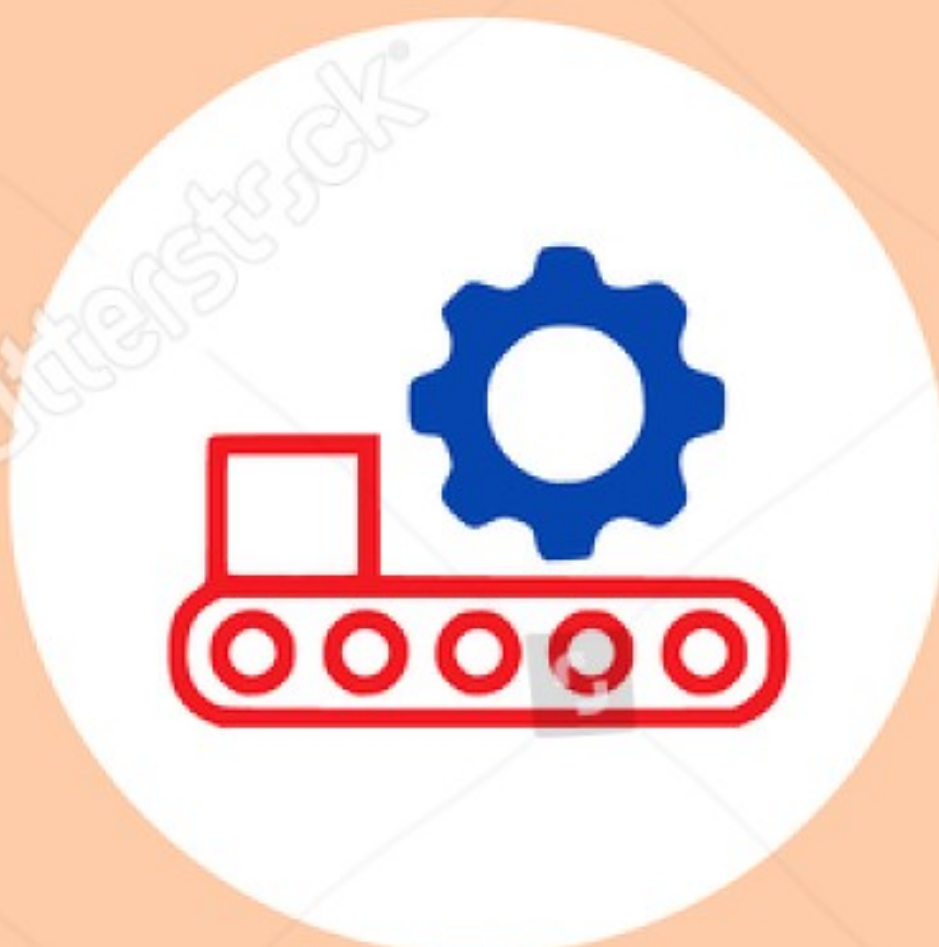
## BUSINESS EXPENSES



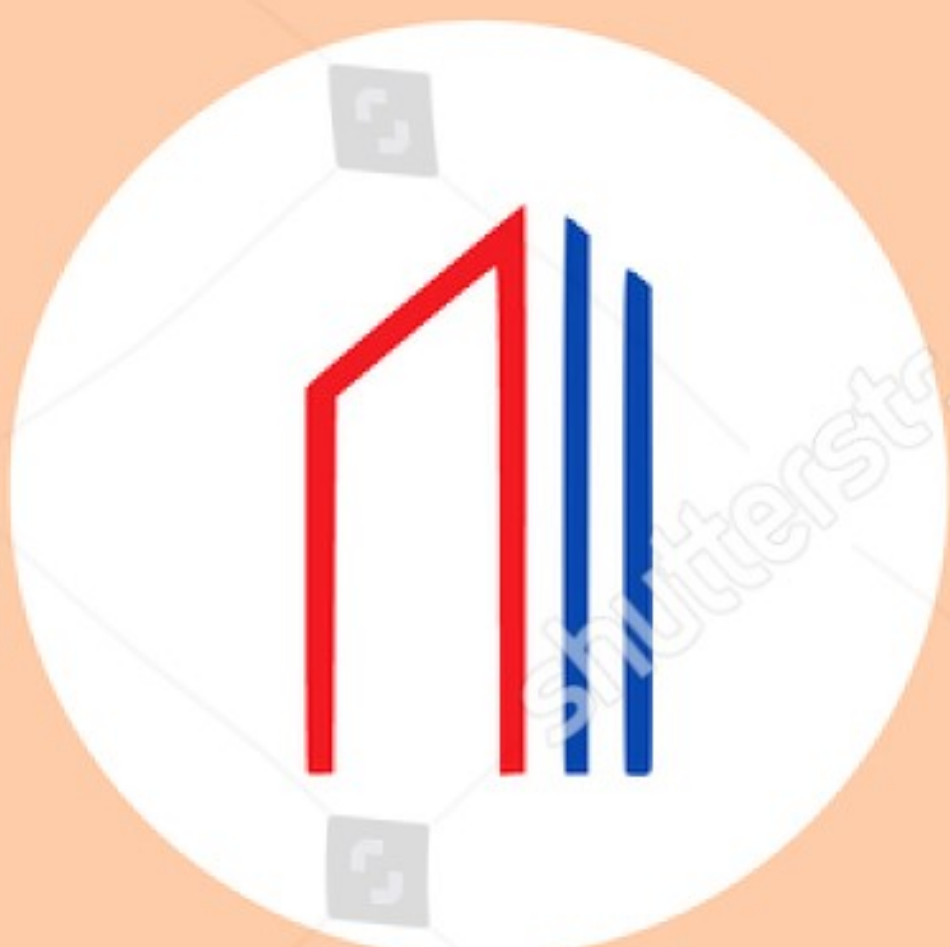
Initial Capital



Work Permit



Manufacturing



Office Rent



Tax



Marketing



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?