



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?

It is defined as estimating all the expenses required to start and operate the business.

Forming an official, legal business means estimating the one-time expense of obtaining your business license.

We calculate small buisness by manually and digitally.

Every buisness has different requirements,depending on the type of products ,or services it sells.

Paying your sales staff a commission as they bring in orders is another cost to include in your budget.

Estimate the costs of getting people to buy your company's offerings, including design of your logo, business cards, website, and a brochure or flyer that outlines your products or services.



Saranya's team  
Estimation of buisness expenses

Calculate shipping and packaging costs if you mail items to customers.

If you want to incorporate your business, allow for the expense of hiring an attorney to do it for you or the cost of filing if you handle the details yourself.

You also need ongoing liability insurance to protect yourself and your employees.

Include the cost of the various utilities you need in your office space, such as electricity, water, garbage, phone and any janitorial services required.

Add on automobile insurance if you deliver products or services.

The type of space in which you set up your business needs to be estimated as an ongoing expense.



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?