



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?

Estimation Of Business Expenses

A Strong ability for maths

In prediction, you minimize the loss function. In estimation, you try to best fit the data

Good time mangement skils

An estimate must be an accurate reflection of reality

Make a budget (and try to stick to it)

Keep good records

separate personal & business expenses

Know which expenses you deduct



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A measure of how close the estimate is to the actual value.

To work out material cost after taking into consideration various allowances given for different manufacturing operations

Confidence in dealing with people

Allows business to plan for unforeseen expenses and keep track of spending

Gives you clues about who you need to do the work

It supports more accurat planning



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?