

## Says

What have we heard them say?
What can we imagine them saying?

Find the possible way of the reducing expenses.

Analyse the various
Business
Expenses.

Analyse supply epenses.

Analysing the employee salary.

Categorize the expenses.

Find out the key cost driver.



UMA MAHESWARI CEO

ESTIMATION OF
BUSINESS
EXPENSES

Identifying and eliminating waste expenses.

Easily to understand the expenditure pattern.

Determine the area that need improve.

Minimizing the expenses.

Satification of

the proper

performance

of company.

Feels good for the growth of business.

Does

What behavior have we observed? What can we imagine them doing?

See an example

**Thinks** 

What are their wants, needs, hopes, and dreams? What other thoughts might influence their behavior?



Improve the quality of the product.

Improving the cash flow.

Increasing profit.

Upgrade Business.

Happy because of the profit.

What are their fears, frustrations, and anxieties?

What other feelings might influence their behavior?

**Feels** 

