



Says

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

The overall expected future expenses incurred by a project or manufacturer.

Total expenses= Net revenue - Net income.
Helps set a profit margin and sales price

Be resourceful and creative.

Examine your expanses.
Be quick to innovate.

Patience,enthusiasim and surrounding yourself with a good team.



Does

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



Thinks

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

Forward-thinking.
Take ownership of everything.

Required to start and operate the business, such as equipment, rent,inventory and marketing

Estimation is a key technique for predicting and controlling project risks.

Focus on results,not on how many hours you work.

Purpose of estimation is to predict the quality,cost and price.

It also takes a lot of strong emotion to get a business started and to take on the risks.



Feels

What are their fears, frustrations, and anxieties?
What other feelings might influence their behavior?