



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?

*business expenses are the costs of operating a business*

*To helps you understand your business's cash flow.*

- Business expenses need to be considered ordinary and necessary for them to be tax-deductible.*
- Business expenses are recorded on an income ( profit and loss ) statement.*

- Expenses in business include*
- insurance*
  - tax penalty*
  - power and fuel*

*To helps you to have a better perspective where and how to spend your money.*

*We should be always be kept under control through proper monitoring*



*Helps you to make informed financial decisions and stay on top of your cash flow.*

*To determine the cost structure of the business and identify areas for cost reduction.*

*Common business expenses occur when you buy equipment streamline manufacturing or rent office space.*

*An increase in any type of business expense lowers profit.*

- TYPES:*
- Capital expenses*
  - operating expenses*
  - non operating expenses*
  - incidental expenses*

- the following may be deductible:*
- Advertising and marketing*
  - business mileage*
  - employee benefits*
  - legal fees.*



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?