



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?

estimate in business refers to the value or quantity of something that is approximate and exact.

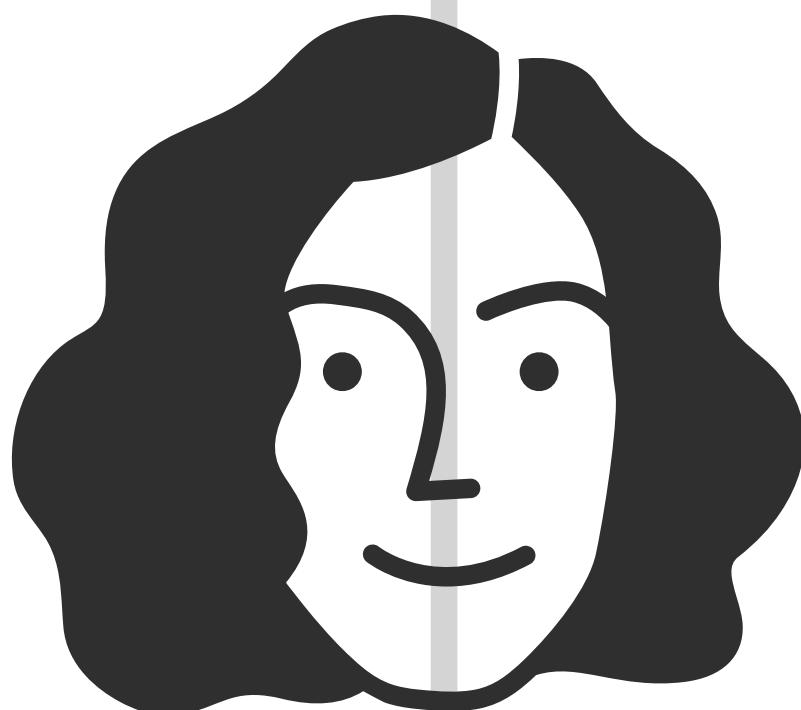
The term business refers to an organization or enterprising entity engaged in commercial, industrial, or professional activities. The purpose of a business is to organize some sort of economic production of goods or services.

it is a statement or calculation of expected costs, revenues, or profits.

In business, an estimate is based on past experience and knowledge of current trends

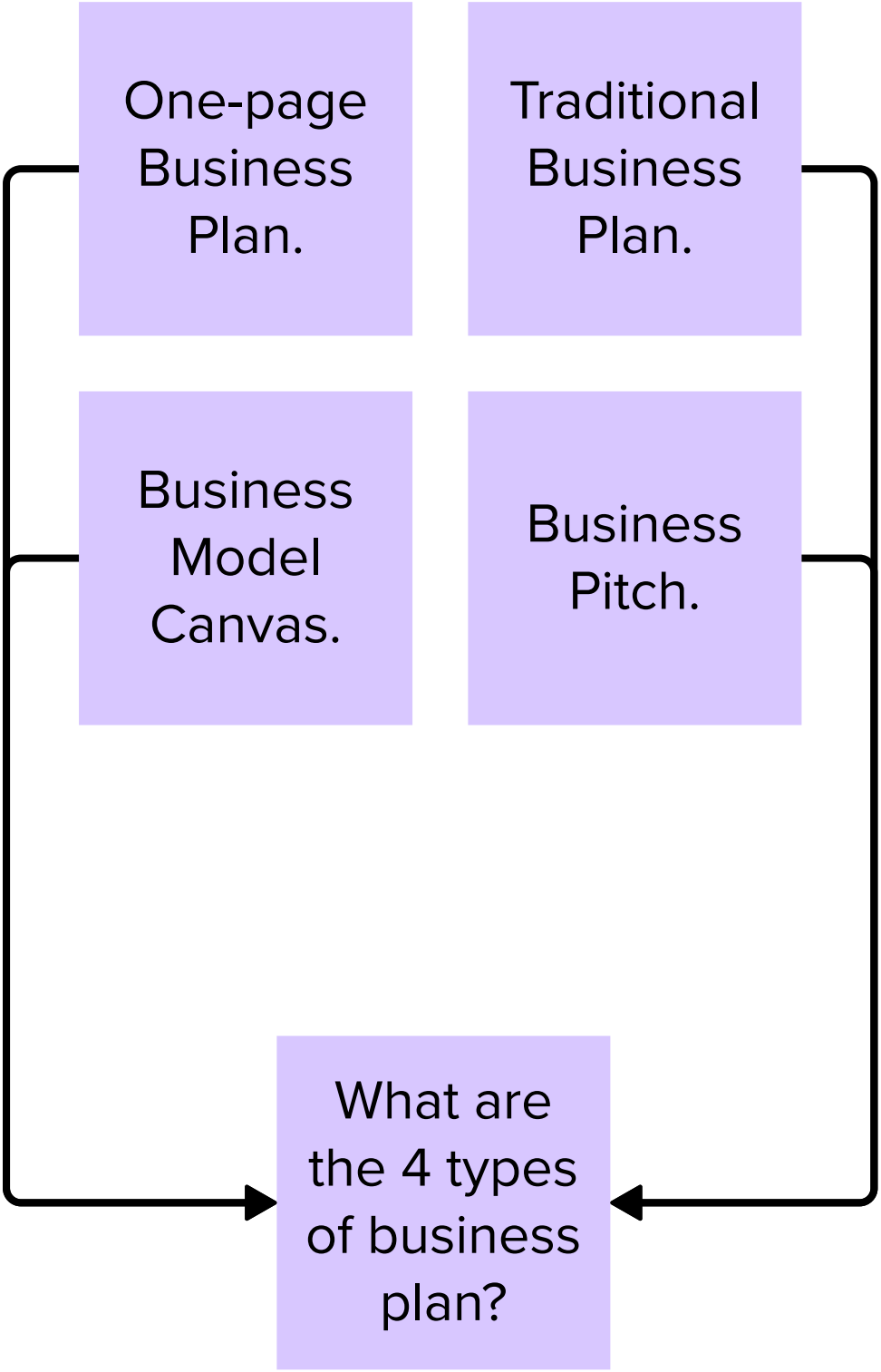
This involves estimating all the expenses required to start and operate the business, such as equipment, rent, inventory, and marketing.

By calculating these costs up front, business owners can better plan their budget and avoid unexpected expenses



Estimation of Business Expenses

A business plan is a formal written document containing the goals of a business, the methods for attaining those goals, and the time-frame for the achievement of the goals.



Business plans go by many names: Strategic plans, traditional plans, operational plans, internal plans, growth plans, and many others. Different situations may call for different types of plans. And an effective business plan will match its intended use.

Why is cost estimation important? Businesses evaluate the expenses involved in the manufacturing of product or service.

A business case provides justification for undertaking a project, programme or portfolio. It evaluates the benefit, cost and risk of alternative options and provides a rationale for the preferred solution.

Estimation helps set a profit margin and sales price.



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?