



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?



Maintaince

Sharing percentage

Utilities

Salary

Depreciation

Marketing

More amount of money expensed to business

prints ads in newspaper or magazine are great difficult expenses of marketing.

Utility expenses in the cost include by using utilities such as electricity

The salary was increased for the employe to increase the business expence

Depreciation of business expenses depend on the profit or less

Sharing less percentage to get the high profit

Less amount of money to the business expenses.

To give proper salary for employe

The time period of marketing is to long

To gain more profit to reduce the depreciation.

Partnership with high level company

Understanding all the type of utilities

Gather all the type of utilities.

Use advertisement in television to reduce the time

To maintain the profit status, to control the depreciation.

Sharing percentage to give the more strengh of the company

Buy a quality of product will reduce the money.

Less counting of people to reduce the salary of business



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?