

## Says

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

Estimating all the expenses required to start and operate the business.



Such as eqpuipment, rent, inventory and maeketing.

The process of finding an estimate or approximation.

**Thinks** 

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

Calculate
your business
startup costs
before you
launch.



A process where project managers predict the amount of money they need to fund their projects.

Cost estimation is the process of determining the cost behaviour pattern of a particular cost item.

working project with my teammates

See an example



ducation,
nvesment, new
echnology and
reating more
roductivity out
f employees.

A business can achive an economy of scale to contribute more money to resurch and development.

Creating a mental image of a goal you would like to achive in the business



Does

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



The demands of their job(such as hours or responsibilities) are greater than they can comfortably manage.

Afeeling of fear or dread associated with the idea that you might not succeed when taking on a new project or pursuing a new goal.

Anxiety is a feeling of unease, such as worry or fear, that can be mild or severe.

**Feels** 



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