



**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?

**Types of  
bussiness  
expenses**  
1.Fixed

3.periodic

2.Variable

1.Rent  
2.Utilities

**some  
examples**

3.wages  
4.insurance



**Persona's name**  
S.Anusha  
M.Archana  
S.Ashuwathi  
C.Ayeesha

**ESTIMATION  
HELPS IN**

profit  
margin

sales price

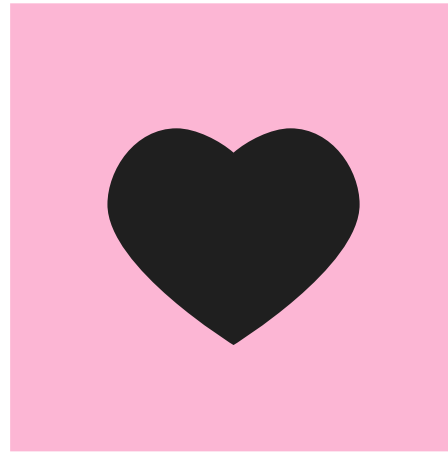
Expenses are  
usually recuring  
payments needed  
to operate a  
business

Business expenses  
are incurred as  
part of a  
company's  
operations

Net income =  
end equity -  
begining equity



**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?