



## Says

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

The total  
founds needed  
to monetarily  
cover

The complete  
a business  
transaction or  
work project

Gather  
your  
financial  
statement

expences are  
usually recurring  
payment needed  
to operate a  
bisness



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Estimate of business  
expences.

## Thinks

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



Rent ,utilites, wages,  
salaries , maintence  
,depresiation,insurence

The cost of  
good sold

Complete a  
project and  
devolop and  
implement a  
viable budget

approximates  
the time and  
resources  
needed to plan



## Does

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

Estimating  
business expenses  
is an important  
step in determing  
how much money  
needed to

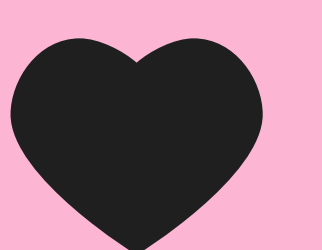
Start and keep  
your business  
ranning without  
encountering  
cash flow  
problem

Paying your sales  
staft a commision  
as they bring in  
orders is another  
cost to include in  
your budget

Also uses  
historical data  
of key cost  
dirvers and  
then calculate

## Feels

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



Ongoing  
expenses  
required to  
keep operating  
going

Even so most  
business  
expenses are  
either one time  
cost

I feels so  
happywith  
estimste of  
business

Every business has  
differet requirement  
depending on tha  
type of product or  
service if sells the  
size of the  
business