

Says

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

> Types of bussiness expenses

1.fixed

3.pertodie

2.varpable

Thinks

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



1.Ront 2utilities

3.wages 4.ins urance

some exa mples

ESTMATION OF BUSINESS **EXPENSES**

estimation helpes in

profit marg in

expenses are usually recuring payments needed to operate a business

sales price

net income end equity begining

equity

expenses are incurred as part of a companys operations

business

Feels

Does

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

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



