



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?

Utilities:  
Services that facilities the everyday functioning.

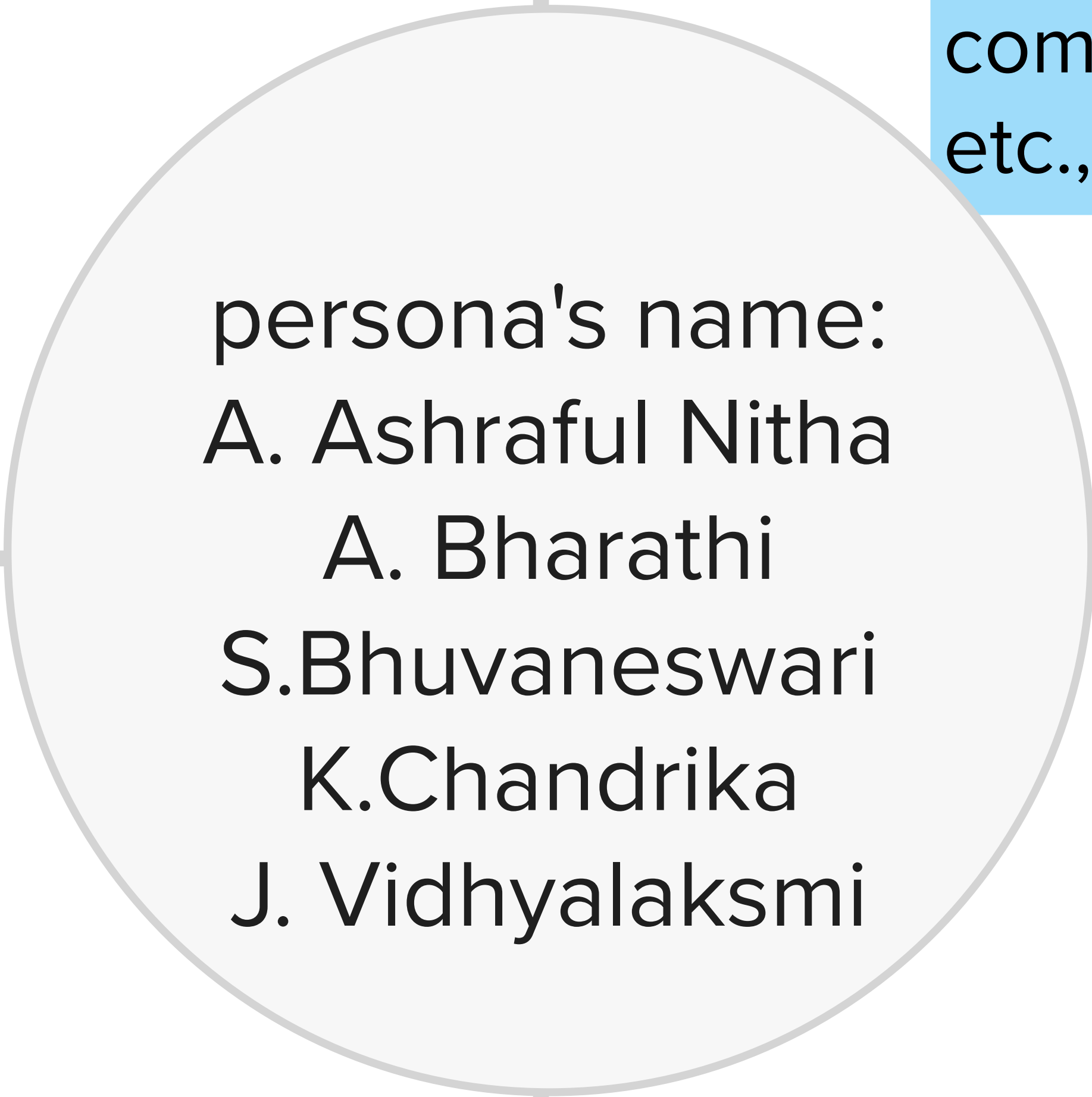
Compensation:  
The salary of compensation of all permanent or temporary employees.

Travel Expenses:  
All costs related to business travel, including flight fares etc.,

interest expanses:  
bank fees,including all the monthly interest paid on loans

Technology:  
All the hardware and software you use in the company, like computers, laptops etc.,

Maintenance and repairs :  
Machines and equipments suffur wear and tear over time.



Rent:  
Renting the place of business, factories, manufacturing units that facilities the company's operation.

Machinery:  
You need machine equipment to produce the business offering.

patents:  
The money spent to safeguard the company's inellectual property and trade secrets of the company.

Advertising:  
The cost of promoting the business's goods and services and attracting customers

Legal Fees:  
The cost of availing legal services

Taxes:  
All business taxes, including income taxes, property taxes, and sales taxes.



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?