

Says

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

A business estimate

is a document

detailing how much

you plan on changing a

customer for good

and service

Business

expenses are

the cost of

operating a

business

Business expenses

are ordinary and

necessary costs

Incurred to operate

your business

Thinks

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

vnat other thoughts migr

Estimating business
expenses is an important
step in determining how
much money you need to
start and keep your
business running without

encountering cash flow

Every business has different requirements, depending on the type of products or services

estimating all the expenses required to start and operate the business, such as equipment, rent, inventory, and marketing.

y business has rent irements,

Business expenses

Persona's name

Short summary of the persona

See an example

Concerned about cost control, confident if expenses are in check.

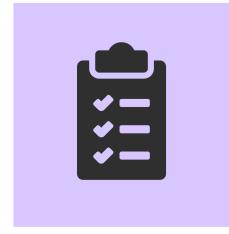
Approve budgets, review expense reports, set financial goals.eports, set financial goals.

Analyze expenses, negotiate with vendors, recommend cost-cutting measures.

Monitor expenses, request budget adjustments, seek costeffective solutions.

Responsibility for budget adherence, desire for resources

Pressure to manage costs efficiently, data-driven.



Does

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





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

