



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?

We need to keep track of our business expenses to ensure we stay within budget.

Estimating business expenses is an important step in need to start and keep your business running without encountering cash flow problems.

We should offer training sessions on expense management best practices to ensure everyone is on the same page.

Cost behavior is the impact change in a business activity causes on the operating cost of business.

We should practice the discussion in the company management and development.

Needing access to user - friendly expense management tools or software that helps to categorize, track and analyse expenses effortlessly.

Cost estimation helps you determine your project's budget.

Dreaming of being recognized for their ability to minimize expenses and contribute to cost savings.

Business expenses need to be considered ordinary nd necessary for them to be tax - deductible.

Stable economy with continued opportunities for gainful employment and sense of fulfilment.



BUSINESS MAN
Estimation of Business expenses

Conducting training sessions or workshops to educate employees on proper expense reporting procedures.

Evaluate the expenses involved in the manufacturing of a product or service.

Encouraging employees to find cost - effective solutions or alternatives when making business purchases.

Business expenses are incurred to run, operate and maintain a business smoothly.

Collaborative discussions among employees or terms bout finding ways to reduce expenses and improve efficiency.

Stress related to the pressure of accurately tracking and categorizing expenses, especially when dealing with multiple transactions or varied payment methods.

Trust in the expenses management system and confidence that expenses are monitored and controlled effectively.

Anxiety about overspending or exceeding budget limits, which could affect overall company financial health and stability.

Fear to committing to business expenses, it's one thing to dream big, develop a business and set goals and objectives.

Fear of making errors and of financial mistakes which could led to financial crisis.



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?