



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?

The cost of equipments as is Budject Friendly.

Transportation cost of raw materials is better.

The rent is liable.

How to attract invertesers.

Avoid extra labour Charges.

How to save Money with tax deduction.



Recruting efficient Employees.

Give training developing creative mind skills.

Update accounting information.

Employees takes longer time complete the task.

Inafficiency in business administration cost extra.

The quality of work is low.



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?