



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?




Feels

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



Does

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



Persona's name

Short summary of the persona

Use standardized procedures, schedules and list out qualified expenses.

Avoid burdening them with full company financials, instead focusing on the line items they can control.

Importance of Accurate Estimates For Effective Business Management.

For example, reducing fixed salaries of your sales team by offering higher sales commissions can be an attractive offer to your A-list salespeople.

Bring in your tactical managers from each department to adjust your budget for growth.

The most common way to estimate costs is to make a list of items you need and add up their costs.

It shows profit or loss of the organization either segment wise or as a whole.

A general process of determining the economic value of whole business or company unit.

Estimating software provides a quick and easy way to create detailed estimates so you can respond to queries efficiently and provide prospects with the right information from the outset.

Research estimated costs. Get as close as you can to the real cost of each item on your list.

Business valuation can be used to determine the fair value of a business for a variety of reasons, including sale value, establishing partner ownership, taxation, and even divorce proceedings.

- The expenses used to figure cost of goods sold.
- Capital expenses.
- Personal expenses.

Ask if they are essential to your bottom line and do they drive growth?

- To get quotes in a market for a particular product or service.
- Estimates represent sales orders.

Estimating the fair value of a business is an art and a science; there are several formal models that can be used, but choosing the right one and then the appropriate inputs can be somewhat subjective.

A change in any of the details does not require revision of the estimate or is not a final sales invoice.

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

A project estimate is the process of accurately forecasting the time, cost and resources required for a project.

Relative Price Change

- Formula $RP = \frac{(1+p)}{(1+i)} - 1$

Detailed Project Plans-Work Breakdown Structure-Activity List.

Non-tangible (social/political, knowledge/information/business skills)

Accurate project cost estimating with resource management software.

Identify your startup expenses?

- Brick and mortar
- Online
- Service

Forecast and track your project costs in real time.

Calculate tasks costs with resource scheduling software.

Detailed Time Estimate-PERT-Project Scheduling- Bottom-up cost estimate-Project budget-10% to + 15%

1.A profit or loss
2.Distribution to share holders through cash dividends

1.Net income-End quality -Beginning equity (from the balance sheet)
2.Total Expenses-net revenue-net income.

The challenge comes in if other factors affect the owners equity section ,these include

Net income= \$800000-\$200000= \$600000>Total Expenses = \$1000000-\$600000= \$400000

How do you calculate business expenses

Below is a simple way of calculating total expenses from revenue owner equity and income.

Ex. A company Equity grown from \$200000 to \$800000,its total revenue recorded is \$1200000 ,what are its total expenses ?

TRACKING EXPENSES BY TYPE
The second method of categorizing business expenses is by type

1.Sales and marketing (S&M)
2.General and administration (G&A)
3.Research and development (R&D)