



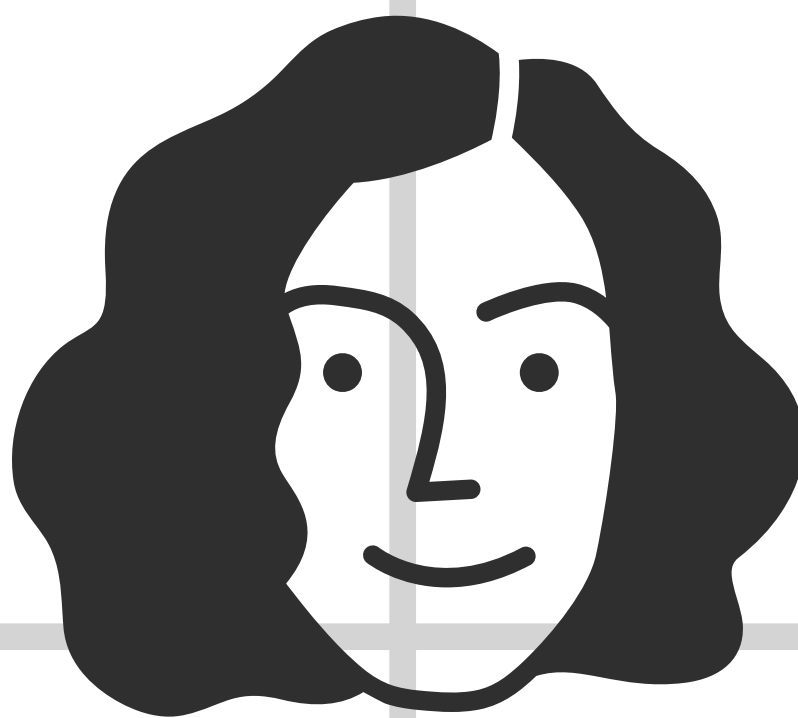
Says

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?



ESTIMATION OF BUSINESS EXPENSES

NEED OF MONEY
DEPENDS OF
BUSINESS

ANALYSING
THE
AFFORDABLE
PRICE OF
EXPENSES

HOW MUCH
MONEY
NEED TO
INVEST

IS THAT YOU
NEED ON GOING
LIABILITY
INSURANCE TO
PRODUCT
YPOURSELF AND
EMPLOYEES

TO
UNDERSTAND
THE COST TO
BENEFIT TO
RATIO

HELPS YOU TO
DETERMINE
YOUR
PROJECT
BUDGET

HELPS TO
CALCULATE
THE
AVERAGE
EXPENSION

HELPS
INVESTER TO
PLAN ABOUT
ESTIMATION
THE BUSINESS

INVESTERS
FEELS LIKE THEY
GOT ON CLEAR
IDEA ABOUT A
BUSINESS
EXPENSION

HELPS TO
DETERMINE
THE
EXPENSION
OF BUSINESS

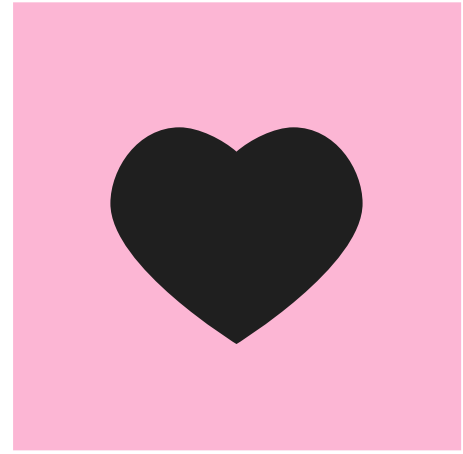
FEELS
STUNNED TO
KNOW ABOUT
PROJECT
EXPENSION

IT CREATES MORE
INTERESTED ON
ESTIMATION GOT
A KNOWLEDGE
ABOT WAY OF
BUSINESS
EXPENSION



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?