



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?

Estimate in business refers to the value or quantity of something that is approximate and not exact.

Estimate in business is a statement or calculation of expected costs, revenues, or profits.

Examples of expenses include rent, utilities, wages, salaries, maintenance, depreciation, insurance, and the cost of goods sold. expenses are usually recurring payments needed to operate a business.

By calculating these costs up front, business owners can better plan their budget and avoid unexpected expenses

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

In business, an estimate is based on past experience and knowledge of current trends.



ESTIMATION OF BUSINESS EXPENSES

A way to better understand what an upcoming project could cost and determine financial feasibility

A resource to help determine a cost sharing plan between departments or upcoming facilities work.

Estimates are documents that provide approximate costs for a project.

A tool used to create a budget to request funding

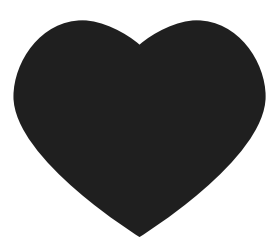
Small businesses create them for potential clients so both parties are clear on the ins and outs of a project before it starts.

Freshbooks has an estimates features that help you build an estimate quickly and easily.



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?