What have we heard them say? What can we imagine them saying? What are their wants, needs, hopes, and dreams?

What other thoughts might influence their behavior?



Hoffbauer(1898,1901) was considered to be the father of modern age estimation.

The theory of estimation was founded by prof. Ronald Aylmer Fisher in a series of fundamental papers round about 1930.

Estimation for business analyst is foreseeing time, resource and cost of the project during life cycle.

Estimation is used for better understanding cost and efforts in certain periods related with any in enterprise.

Thinks

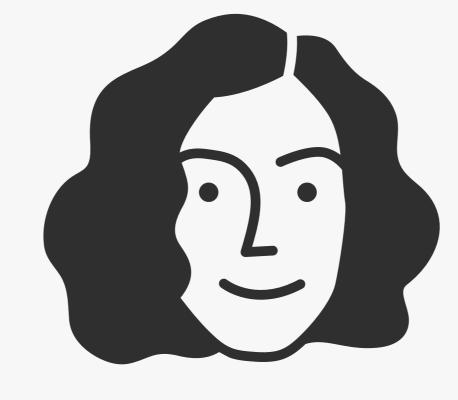
There are two types of estimates: 1.Points

2. Interval

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

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

It helps obtaining better results for project shareholders and improving inputs and outputs of the project.



Persona's name

Estimation of **Business Expenses**

A project description/ overview of the services you'll provide.

The first step of project cost estimation is figuring out what tasks and resources you need.

Business owners must save for their own retirement and plan according, because they do not have the luxury of employersponsored plans.

To perform a business valuation regularly since it can help you identify ways to improve your company. but a business valuation can also be used in exit strategy planning, when you're preparing tosell a business or if you're looking for funding.

Review the scope of the project and talk to your client about expectations.

Business valuation determines the economic value of a business or business unit.

If you're a business of one-say,a freelancer-this is a no-brainer.however,if you're a business with 10 employees, your contribution rate must be the same for all employees.

An apathetic employee doesn't get angry about the quality of work, only the person who cares about the job that they are performing will get angry. however, it is important to know how best to express your anger at work.

Feels

Does

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



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

