



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.

The business expenses as equipment,rent inventory,and marketing These costs upfront,business owners can better plan their budget and avoid unexpected expenses.

Business is total expense= cost of goods sold (COGS) + operating expenses. Four categories: fixed, variable, investment and discretionary.

costs are subtracted from revenue to company's taxable income, some expense categories are tax-deductible,helping a company reduce.

1.Marketing expenses: social media campaigns , hiring marketing experts,group profit and financial reporting period.

2.Employee benefits: Equipment rentals , Insurance cost, interest paid , office expenses and supplies.

3.Insurance: Group,health, vision,dental and life insurance for employees.

Inventory,payroll and rent, fixed expenses are regular and change much- think like rent and insurance variable.

Business expenses are recorded on an income(profit and loss) statement.

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

Busine expenses are costs associated with running a company. You can create a more accurate budget.

Business expenses are incurred as part of a company's operations.

Expenses are revenue to determine net profit or loss and taxable income.



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?