

Says

What have we heard them say?
What can we imagine them saying?

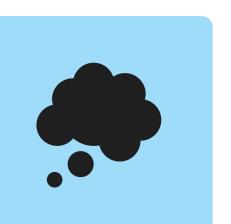
The business expenses as equipment,rent inventory, and marketing. These costs upfront, business owners can better plan their budget and avoid unexpected expenses.

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

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



What are their wants, needs, hopes, and dreams? What other thoughts might influence their behavior?



1.Marketing expenses: social media compaigns, 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
employess.



BUSINESS

EXPENSES.

Inventory,payroll and rent, fixed expenses are regular and change muchthink 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 taxdeductible.

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



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?

