



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?

How to calculate expenses?



How to deal with with a loss?

Why are expenses important in business?

Getting and fulfilling orders.

Essential aspect of running a successful company. 👍

Equipment and Supplies. 🛒

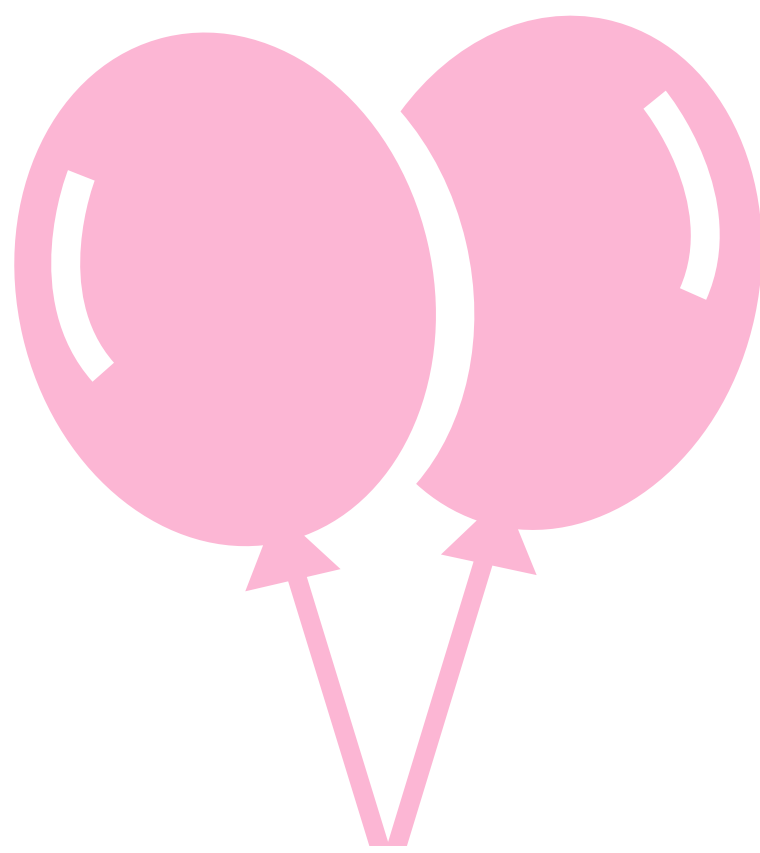


ESTIMATION OF BUSINESS EXPENSES

📌 The type of equipment you need depends on the type of business you open.



No need to fear lose



Helps us identify areas where we tend to overspend.

Increases motivation. 😊

A simple way of calculating:-

Net income =
End equity -
Beginning equity



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?