

Says

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?

Thinks

Businesses subtract their expenses from their revenue to determine their net profit or loss and taxable income.

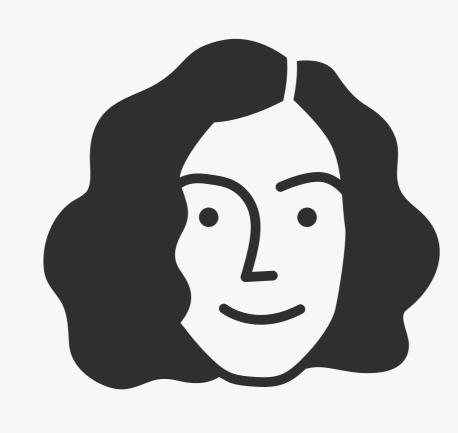
An expense must be considered as ordinary and necessary by the IRS to be taxdeductible.

Business expenses are costs associated with running a company. When you know all of a company's expenses, you can create a more accurate budget and track spending. Expenses are also a part of a company's income sheet. You must know a business's expenses to calculate a final net profit

Monthly
expenses
typically include
things like
salaries, rent,
and utility bills

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

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



Persona's name

Short summary of the persona

Businesses
evaluate the
expenses involved
in the
manufacturing of a
product or service

Estimation helps set a profit margin and sales price. In project management, this method gives investors an idea of the approximate expenses incurred in the completion of the project.

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

Estimation helps us knowing the quantity of work, labour, materials and funds that will be required for the entire project thus enabling us to be prepared beforehand.

Cost estimation refers to an assertion or statement that provides the value of the cost sustained in the manufacturing or producing a finished good.

This process facilitates determining the selling price of the finished or final product after deducting reasonable fixed costs and leaving substantial profit margins.



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?



Feels