



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?

*determining
how much
money need to
start and keep
your bussiness*

*depending
on the types
of products*

*calculate your
business
startup cost
before you
launch*

*cost of goods
sold is also
referred as
cost of sales.*

*size of the
company and
the stage of
growth of the
business*

*add on
automobiles
insurance if you
deliver products
or services.*

*experts
recommended
adding about
10%-30%
projects
estimate*

*estimate required
to start and
operate the
business such as
equipement,rent
and marketing*

*jessintha
karthika
bharathi
ranjini*

*provides
approximate
cost for a
project.*

*establish
technical
baseline,ground
rules and
assumption.*

*sudden
changes
from the
client*

*poor project
planning*

*it breaks
down cost
line.*

*so,customers
know where
the total is
coming from.*

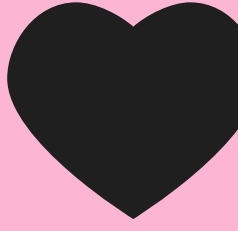
*goals and
objectives
are
constantly
changing.*

*additional
client
request.*



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?