



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?



THE BUSINESS

Estimation of  
Business expenses

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

Estimating business expenses is an important step in determining how much money you need to start and keep your business running without encountering cash flow problems.

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

THE TYPE OF SPACES IN WHICH YOU SET UP YOUR BUSINESS NEEDS TO BE ESTIMATED AS AN ONGOING EXPENSE. IF YOU PLAN TO LEASE SPACES, CALCULATED THE COST BASED ON THE CURRENT PRICE FOR SQUARE FOOTAGE IN YOUR AREA.

BUYING THE BUILDING IN WHICH YOU PLAN TO RUN YOUR BUSINESS TAKES A PLAN TO RUN YOUR BUSINESS TAKES A CONSIDERABLE SUM OF MONEY, AND ONGOING MONTHLY PAYMENTS IF YOU TAKE OUT A LOAN.

IF YOU OPEN A HOME OFFICE, YOUR EXPENSES ARE CONSIDERABLE LOWER, BUT YOU STILL NEED TO KEEP AN EYE ON THE COSTS FOR TURNING AN AREA OR ROOM INTO A SUITABLE OFFICE.

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

Various types of software, such as basic accounting, word processing, customer relationship management, and specialized program required a part of your business, also need to be included in your expense estimation.

Most businesses need to buy computers, a printer, fax machine, copier and a phone for each desk.

If you want to incorporate your business, allow for the expenses of hiring an attorney to do it for you or the cost of filing if you handle the details yourself.

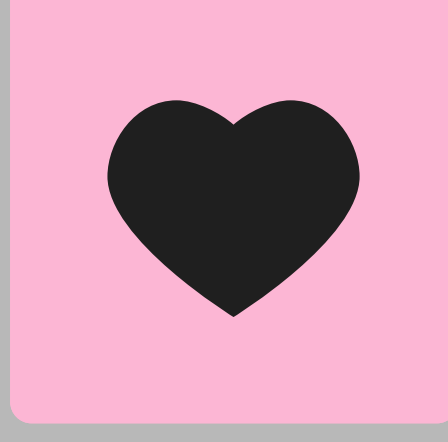
Forming an official, legal business means estimating the one-time expenses of obtaining your business licenses.

You also need ongoing liability insurances to protect yourself and your employees. Add on automobile insurance if you deliver products or services.



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?

 See an example