



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?

Cost estimation helps in fixing the selling price of the final product after charging appropriate overheads and allowing a certain margin for profits.

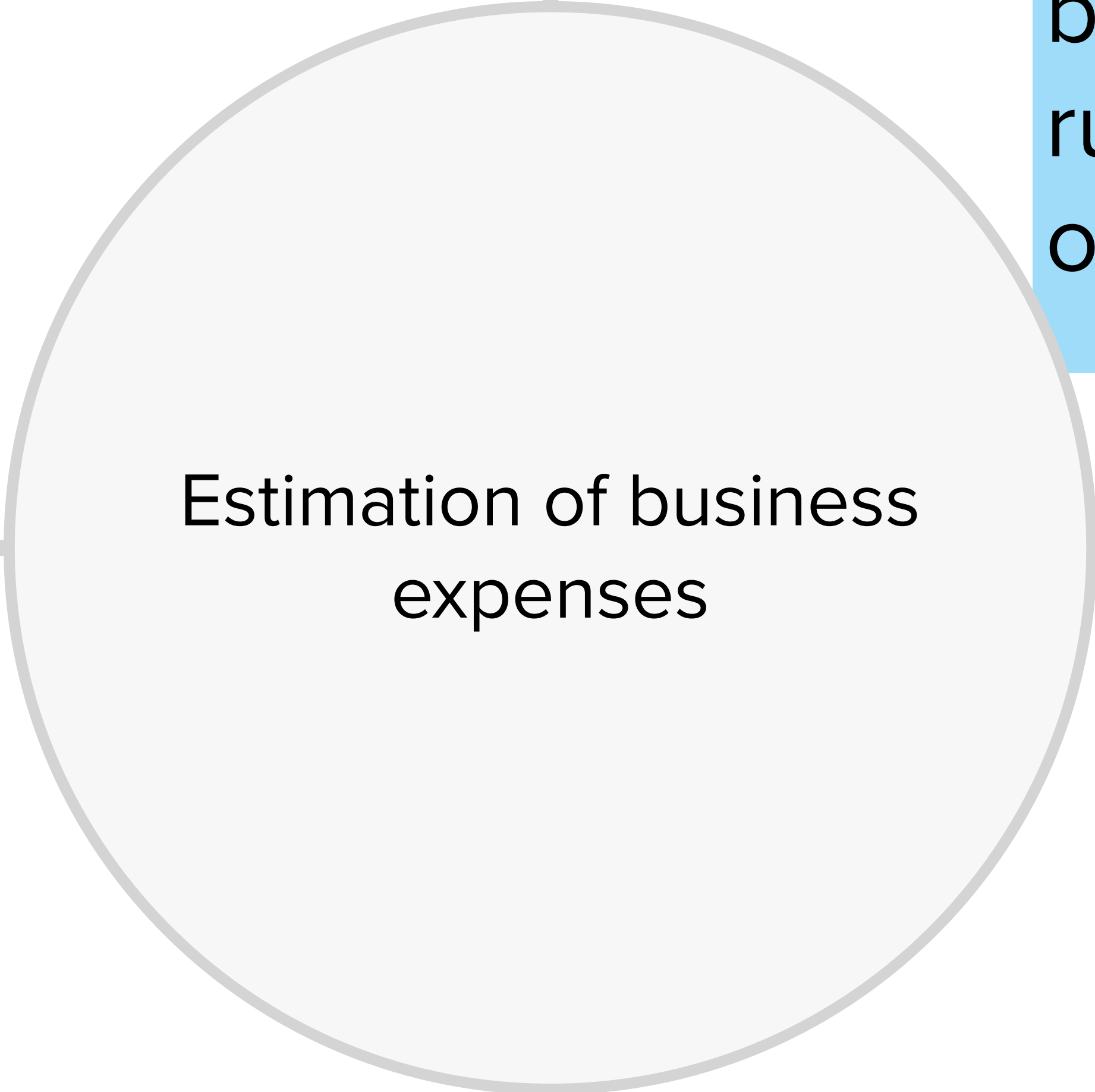
A statement that gives the value of the cost incurred in the manufacturing of finished goods.

The cost of operating a business.

Estimating all the expenses required to start and operate the business.

Expenses include wages, salaries, maintenance, rent, and depreciation.

An expense is a cost that business incur in running their operations.



Helps to analyse the positioning of business in terms of making an acquisition factoring the cost component involved.

Cost management brings about better planning and financial management as well as more security and budget visibility.

A detailed breakdown of the expected costs, including materials and other.

Estimated expense means the amount of the expenses which the Authority consider are properly to be incurred.

A document that you give to a customer, showing how much you expect to charge them for goods or services you're going to supply.



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?