



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?

"It costs money to make money"

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

Expenses are used to calculate net income

Expenses are ultimately money tat is spend in order "To ensure the company can function and grow the operations of the busines"

It's common for a business to engage in some type of advertising to increase sales or brand awareness. Advertising costs money and may very well be a regular expense that a company is responsible for.

A budget is an estimation of expenses and income over a certain period, usually monthly, quarterly or yearly

It allows a business to plan out expenses, reach business goals and anticipate any operational changes as needed to support the business.

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Estimttion of business expenses

Analysis from beginnig to the end

Have exceptional results in business

Take advantage of new technologies

Save time and develop superior service and product

What are their fears, frustrations, and anxieties?
What other feelings might influence their behavior?



Feels

Does

What behavior have we observed?
What can we imagine them doing?



Large expenses that increase the long-term value of your business like buying new equipment or investing in a new building are considered capital expenditures and are handled differently than other expenses.

A business case should identify sources of value by including a detailed rationale and an explanation of alternatives, along with a calculation of expected return or qualitative benefit, timing, context and risk.

Spread: Benefits related to capital expenditures are generally stretched over a longer period and can lead to problems when it comes to establishing equivalence and discount rate estimation