## 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?



"It's challenging to account for all the variable costs accurately."

"Our expenses are getting harder to predict and control."

"I'm unsure about how much to allocate For marketing and advertising."

"I need a clearer breakdown of operational expenses to make informed decisions."

"Unexpected expenses always seem to crop up and disrupt our budget."

I wonder if we're overspending in certain areas without realizing it.

Is there a way to forecast expenses more accurately?

Could a historical analysis of expenses help in budget planning?

Are there costeffective
alternatives for
certain
operational
needs?

How can we ensure that our expenses align with our revenue projections?



## ESTIMATION OF BUSINESS EXPENSES

Review past financial records to identify recurring and one-time expenses.

Seek quotes and estimates from suppliers and service providers.

Consult with department heads to understand their budget needs.

Analyze industry benchmarks to gauge typical spending patterns.

Utilize expense tracking software to monitor spending in real time.

Motivation to find solutions for more effective cost managem ent.

expenses affecting the bottom line.

Anxiousness over

Frustration about the difficulty in accurately estimating expenses.

Concern about overspending and its impact on profitability.

Determination to gain a better grasp of the financial aspects.



## 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?



