



**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?

**FIXED:**  
These expenses tend not to change and remain the same. Examples include rent or equipment lease payments.

The business expenses are three major types

1. Fixed
2. Variable
3. Periodic

**VARIABLE:**  
These expenses change from month to month. Examples include employee commissions and utilities.

**PERIODIC:**  
These expenses happen occasionally. Examples include emergency equipment repairs and annual bonuses.

Business expenses need to be considered ordinary and necessary for them to be tax-deductible.

Fixed expenses are regular and don't change much-things like rent and insurance.

Business expenses are recorded on an income (profit and loss) statement.



Business evaluate the expenses involved in the manufacturing of a product or service.

Estimation helps set a profit margin and sales price.

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

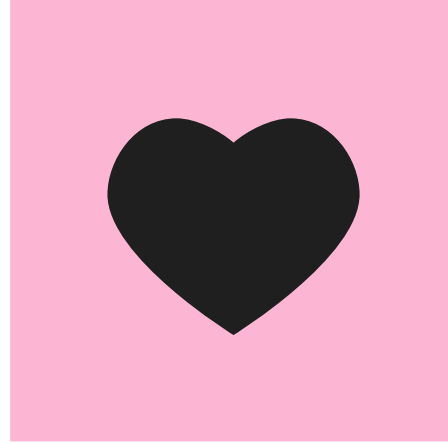
Every business has different requirements, depending on the type of products or services it sells, the size of the company, and the stage of growth of the business.

Even so,most business expenses are either one-time costs or ongoing expenses required to keep operations going.



**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?

In project management, this method gives investors an idea a the approximate expenses incurrind in the completion of the project.