



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?

Involving a team or experts in the process is often seen as a valuable way to ensure a more comprehensive and reliable expense estimation

People often emphasize the importance of accurate expense estimation to avoid budget shortfalls and financial stress

Businesses need to be adaptable and adjust expense estimates as circumstances change, such as market fluctuations or unexpected events

Many see expense estimation as an ongoing process, requiring regular reviews and adjustments to stay on top of financial management

Some people find it challenging to predict expenses accurately, and they may worry about the potential for financial surprises or overestimating costs

Entrepreneurs and business owners may view expense estimation as essential for planning growth strategies and avoiding unexpected financial setbacks



Estimation Of Bussiness Expenses

Preparing for different financial scenarios and assessing how they would impact expenses and the overall financial health of the business

Many people recognize the importance of estimating business expenses as a fundamental and necessary part of financial management

Utilizing accounting and financial software to track and manage expenses more efficiently.

Continuously monitoring and adjusting the budget as business conditions change.

Expense estimation can provide a sense of control over the business's financial health, allowing for proactive adjustments to spending

Achieving expense estimates and staying within budget can bring a sense of satisfaction and accomplishment



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?