

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?



business often want to have accurate and up-to-date estimates of their expenses in order to make informed financial decisions

expenses is the process of predicting the amount of money that a business will spend on its operations in a given period of time

estimation of business

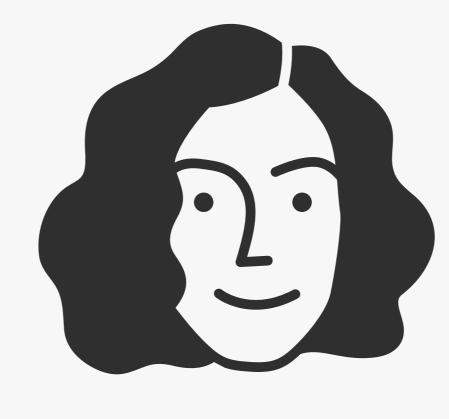
this can be done for a variety of purpose, such as budgeting, forecasting, and financial planning

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

business need to have a clear understanding to their expenses in order to stay financially viable

business may
hope that their
estimate are
accurate enough
to allow them to
plan for the future

Thinks



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this is a common behavior, especially for new business or businesses that are experiencing rapid growth

this is less common, but it can also be a problem

this can happen
when businesses
focus on the bigticket items and
forget about the
smaller, but still
significant, expenses

businesses rely on accurate expense estimates to make informed financial decisions

estimating expenses
can be a timeconsuming process,
especially for
businesses with a lot
of moving parts

even the best-laid plans can go awry, and businesses can be blindsided by unexcepted expenses

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?



