

# Estimation of Business Expenses

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## 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?



Estimating all the expenses required to start and operate the business, such as equipment, rent, inventory, and marketing.

A business estimate is a document that provides potential clients with an approximation of the costs associated with the goods or service they are interested in.

An estimate will definitely help a client understand exactly what they are paying for.

It will be even more beneficial for you, the small business owner.

An estimate also gives you a project plan to work from so you know exactly what needs to be done when.

An estimate can tell the employees of your business what they'll be expected to do.

Add up the value of everything the business owns, including all equipment and inventory.

Estimate in business refers to the value or quantity of something that is approximately and not exact.

## Estimation of business expenses

To predict the quantity, cost, and price of the resources required to complete a job within the project scope.

Cost estimates are used to bid on new business from prospective clients and to inform your job and budget planning process.

To create an effective strategy for growth.

To determine your future financial needs.

This will help to decide whether the work can be undertaken as proposed or needs to be modified or should be abandoned.

It helps in determining the resource requirements for pipeline projects.

To attract investors including angel investors and VC funding and lenders.

A more sustainable meaningful responsible view of creating value includes making a positive social impact.



## 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?



See an example



### Brainstorm & idea prioritization

1. Brainstorm ideas (10-15 min)

2. Prioritize ideas (10-15 min)

3. Select ideas (10-15 min)

4. Develop ideas (10-15 min)

5. Implement ideas (10-15 min)

### 1. Brainstorm ideas

1.1. Brainstorm ideas (10-15 min)

1.2. Prioritize ideas (10-15 min)

1.3. Select ideas (10-15 min)

1.4. Develop ideas (10-15 min)

1.5. Implement ideas (10-15 min)

### 2. Prioritize ideas

2.1. Brainstorm ideas (10-15 min)

2.2. Prioritize ideas (10-15 min)

2.3. Select ideas (10-15 min)

2.4. Develop ideas (10-15 min)

2.5. Implement ideas (10-15 min)

### 3. Select ideas

3.1. Brainstorm ideas (10-15 min)

3.2. Prioritize ideas (10-15 min)

3.3. Select ideas (10-15 min)

3.4. Develop ideas (10-15 min)

3.5. Implement ideas (10-15 min)

### 4. Develop ideas

4.1. Brainstorm ideas (10-15 min)

4.2. Prioritize ideas (10-15 min)

4.3. Select ideas (10-15 min)

4.4. Develop ideas (10-15 min)

4.5. Implement ideas (10-15 min)

### 5. Implement ideas

5.1. Brainstorm ideas (10-15 min)

5.2. Prioritize ideas (10-15 min)

5.3. Select ideas (10-15 min)

5.4. Develop ideas (10-15 min)

5.5. Implement ideas (10-15 min)

### 6. Implement ideas

6.1. Brainstorm ideas (10-15 min)

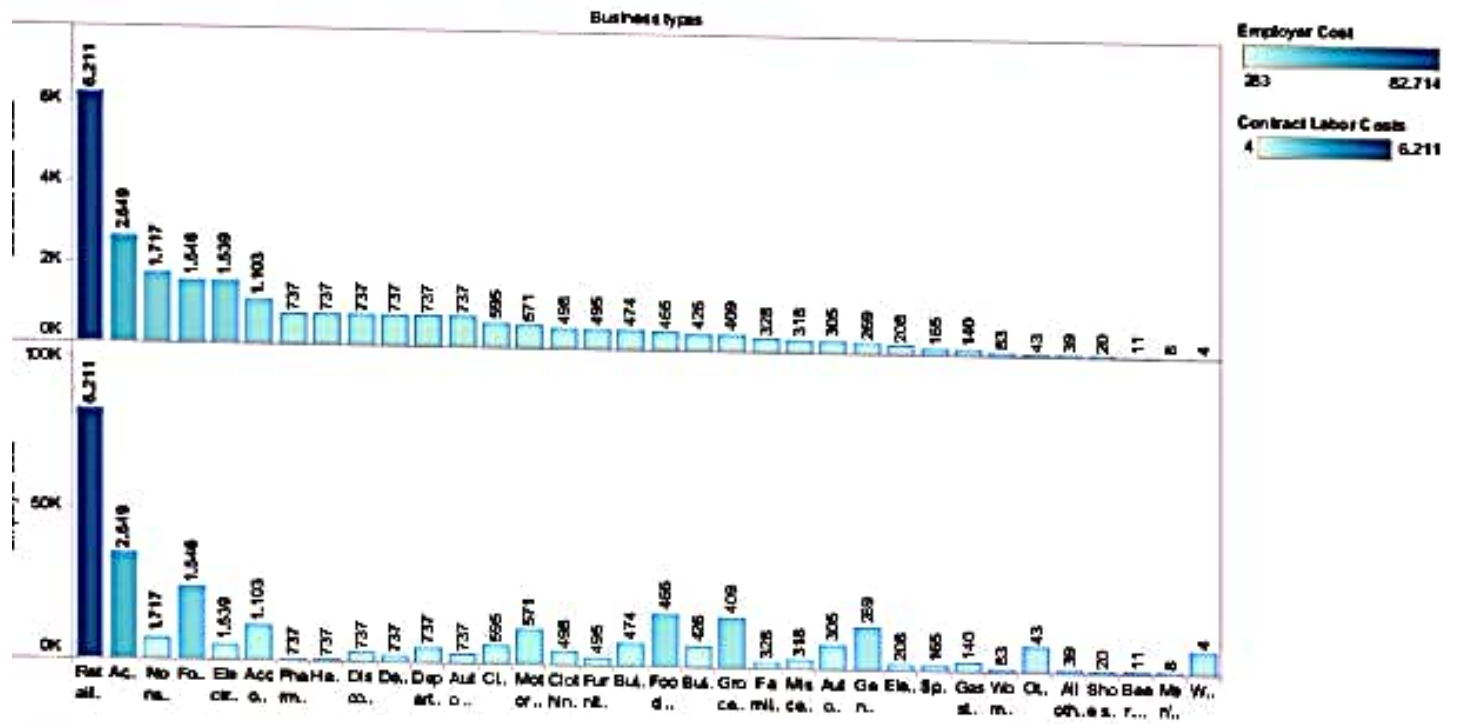
6.2. Prioritize ideas (10-15 min)

6.3. Select ideas (10-15 min)

6.4. Develop ideas (10-15 min)

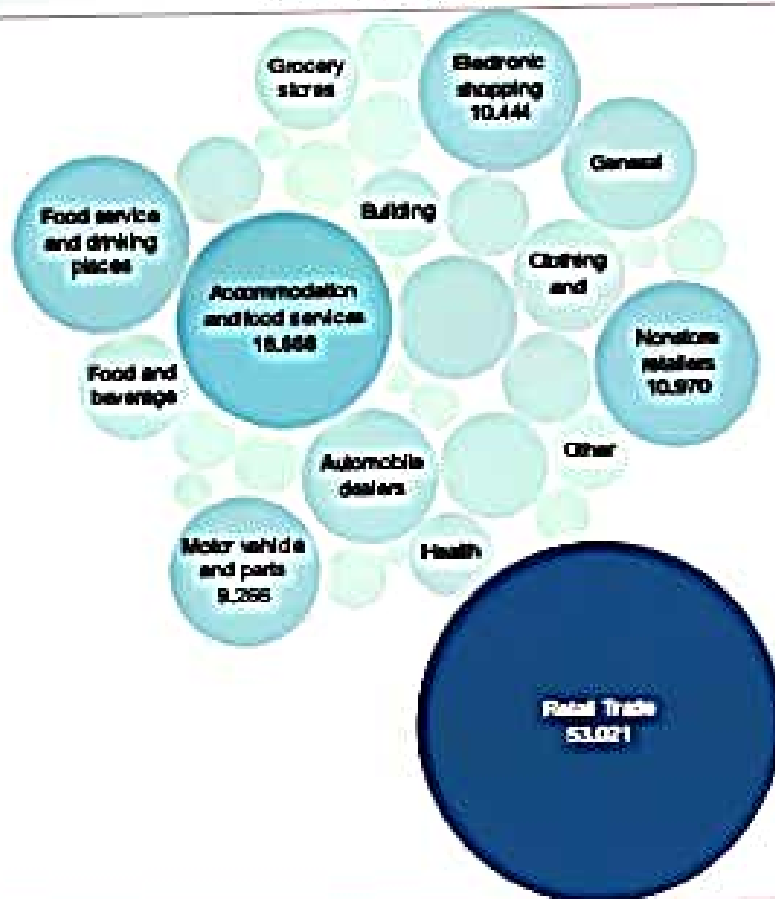
6.5. Implement ideas (10-15 min)

# Contract labour vs employee



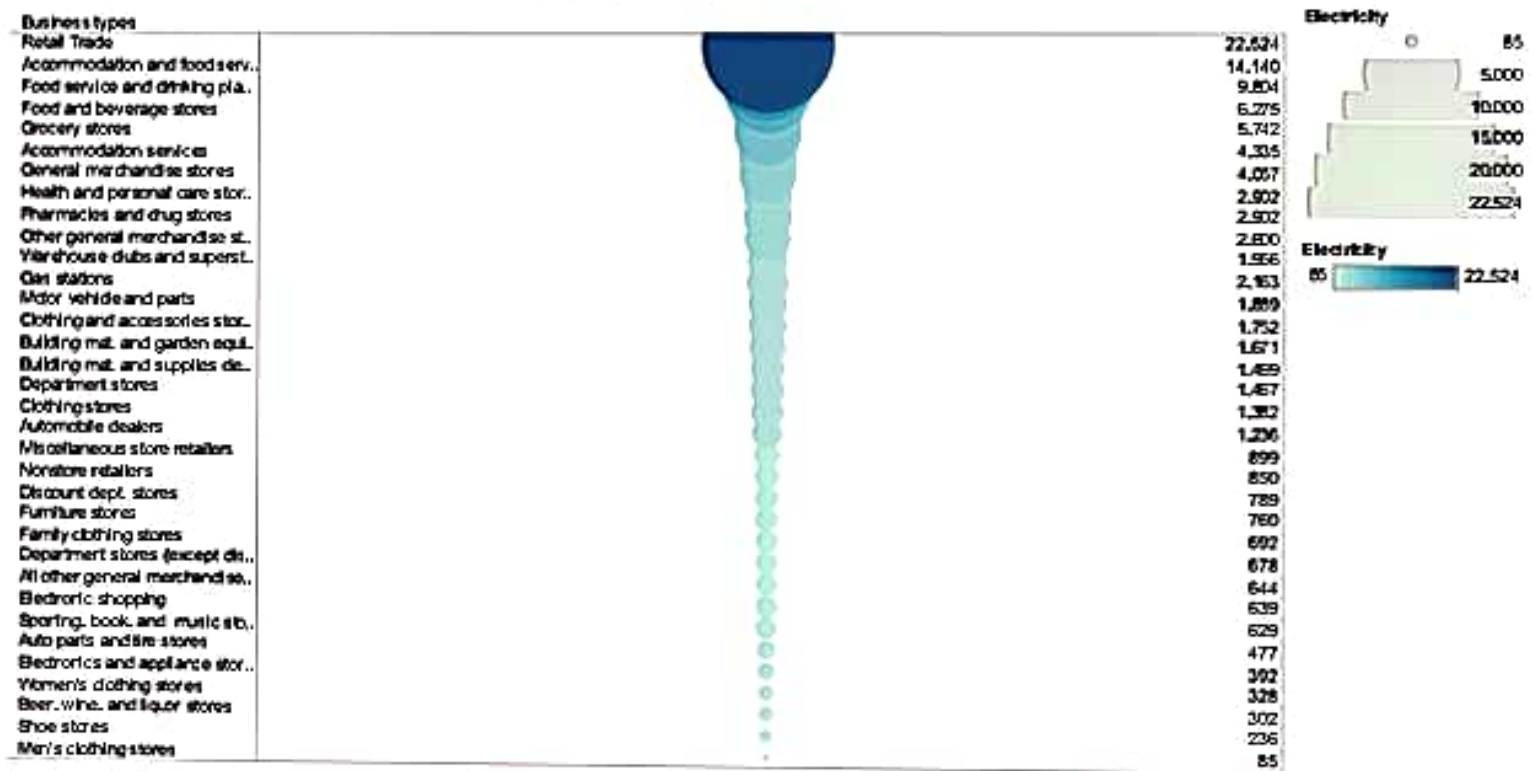
Sum of Contract Labor Costs and sum of Employer Cost for each Business types. The marks are labeled by sum of Contract Labor Costs. For pane Sum of Contract Labor Costs; Color shows sum of Contract Labor Costs. For pane Sum of Employer Cost; Color shows sum of Employer Cost.

### Advertisement cost



Business types and sum of Advertising And Promotional Services. Color shows sum of Advertising And Promotional Services. Size shows sum of Advertising And Promotional Services. The marks are labeled by Business types and sum of Advertising And Promotional Services.

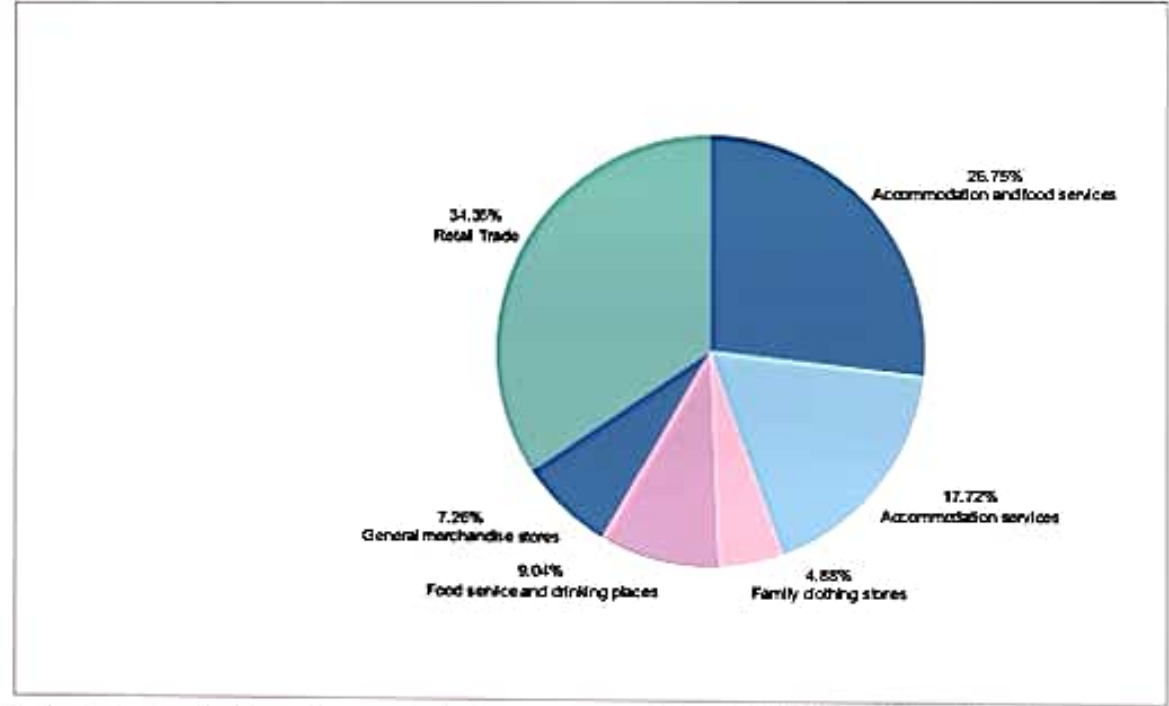
## Power Expenditure



Sum of Electricity broken down by Business types. Color shows sum of Electricity. Size shows sum of Electricity. The marks are labeled by sum of Electricity.



Taxes & Licenses



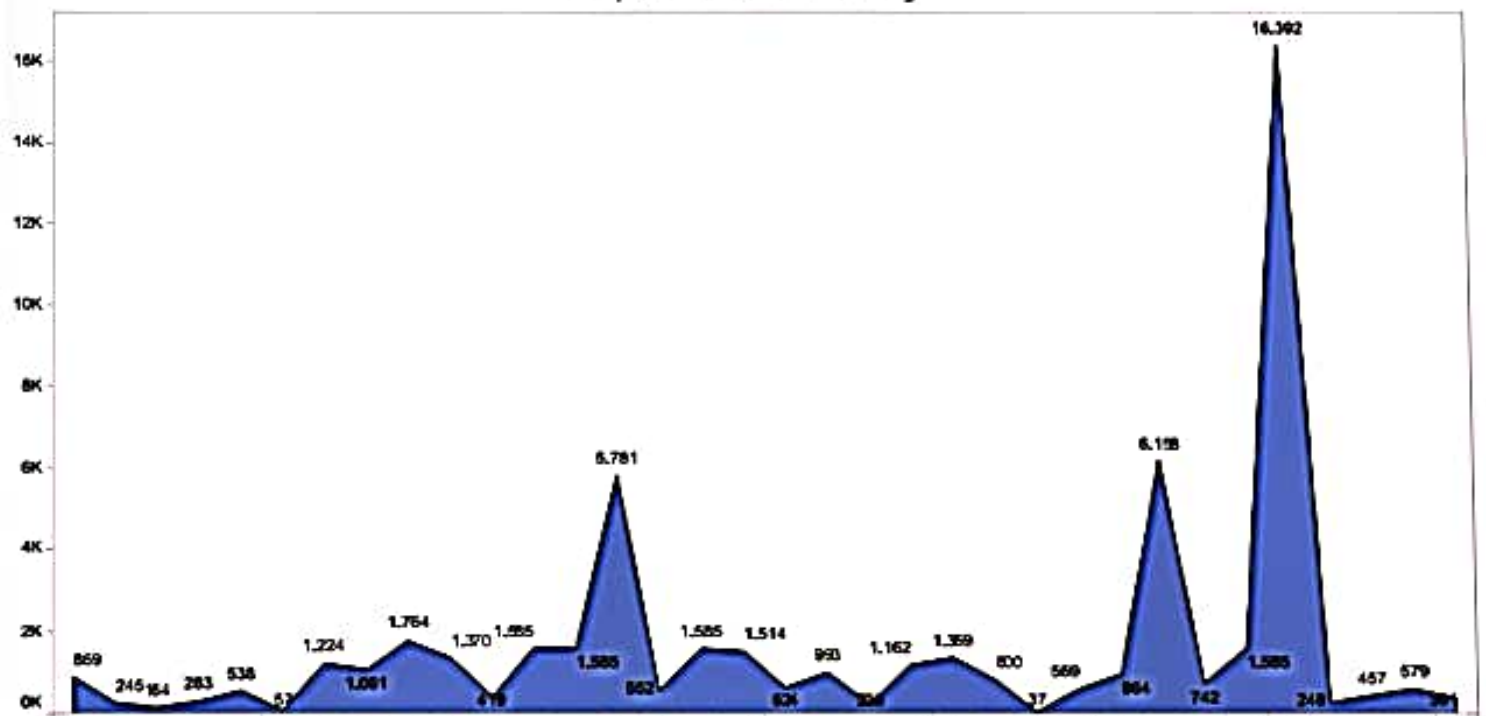
51,585

- Accommodation and food services
- Accommodation services
- Family clothing stores
- Food service and drinking places
- General merchandise stores
- Retail Trade



% of Total Taxes And License and Business types. Color shows details about Business types. Size shows sum of Taxes And License. The marks are labeled by % of Total Taxes And License and Business types. The view is filtered on Business types, which keeps 6 of 34 members.

Transporatation and warehousing



Sum of Transportation Shipping Warehousing for each Business types. The marks are labeled by sum of Transportation Shipping Warehousing.

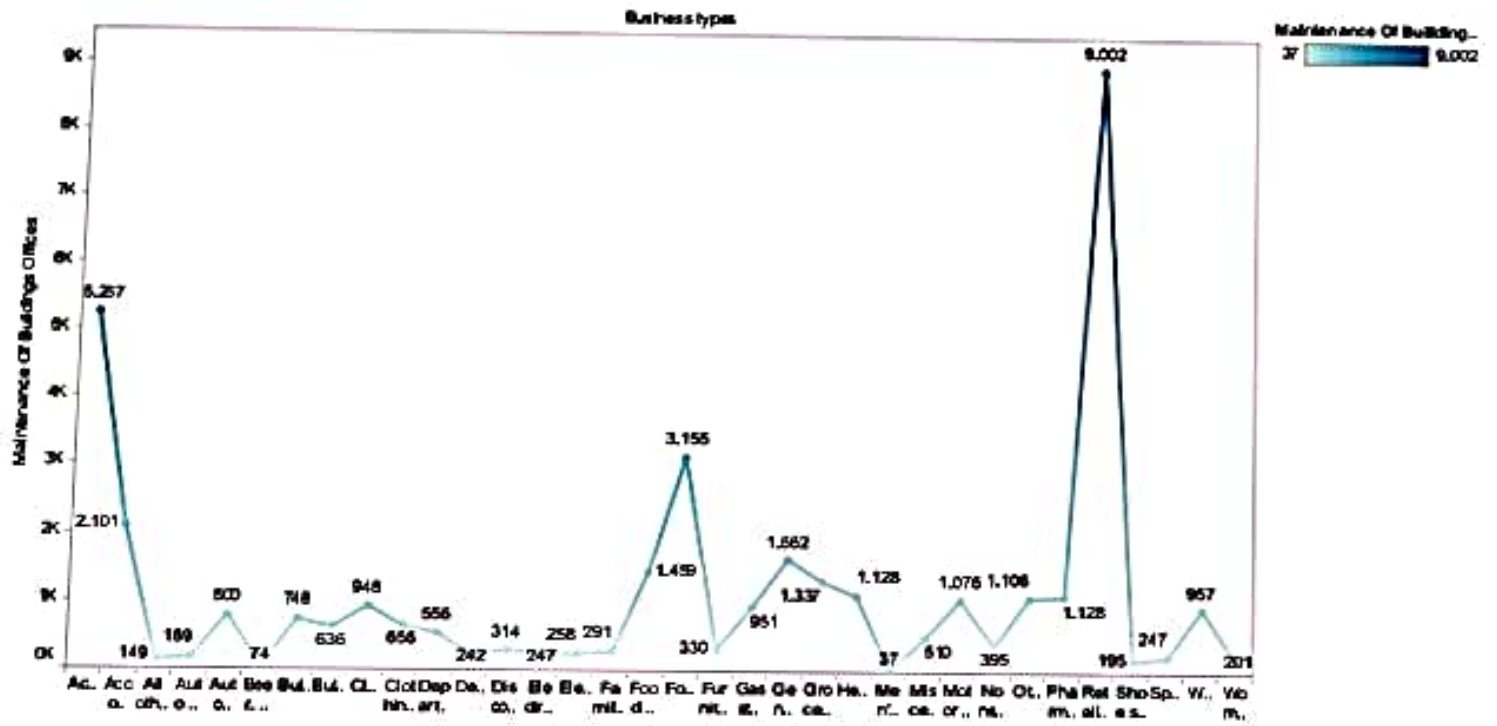
# Rental Payment for Machinery

Rental Payment For Mach..  
10 3,461

Retail Trade 3,461	Food service and 1,028	Accommod 682	Building 610		Nonsto 488	
	Building mat. an 476	Grocery sto 344	Gas st 234	Auto 228	Clot 171	
	Food and bevera 413	Motor vehic 337	Misc 153	Dep 132	Ele 123	Clo 119
	Health and pers 375	Electronic s 308	Furnitu Dis		W	Fa
Accommodation and food services 1,710	Pharmacies and 375	General mer 236	Other g Auto pa		Spo	De B

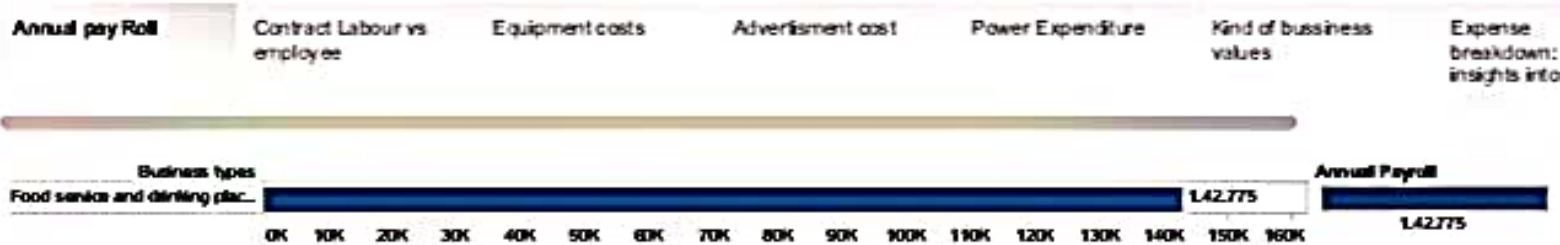
Business types and sum of Rental Payment For Machinery. Color shows sum of Rental Payment For Machinery. Size shows sum of Rental Payment For Machinery. The marks are labeled by Business types and sum of Rental Payment For Machinery.

Sheet 9



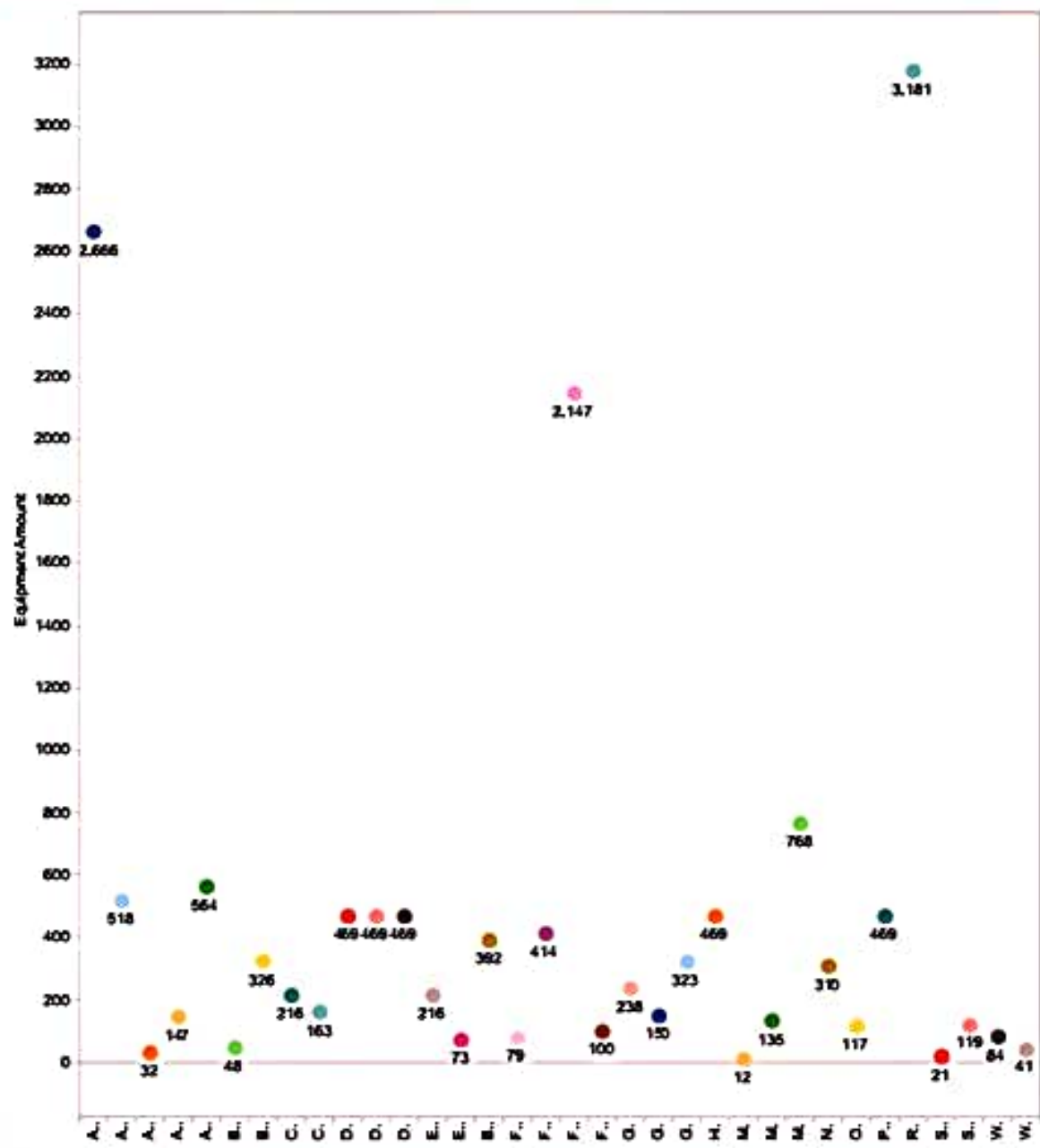
The trend of sum of Maintenance Of Buildings Offices for Business types. Color shows sum of Maintenance Of Buildings Offices. The marks are labeled by sum of Maintenance Of Buildings Offices.

# Story 1



Story 1

- Annual pay Roll
- Contract Labour vs employee
- Equipment costs
- Advertisement cost
- Power Expenditure
- Kind of bussiness values
- Expense breakdown; insights into



Story 2

Business Expenditure Overview

Taxes & Licenses

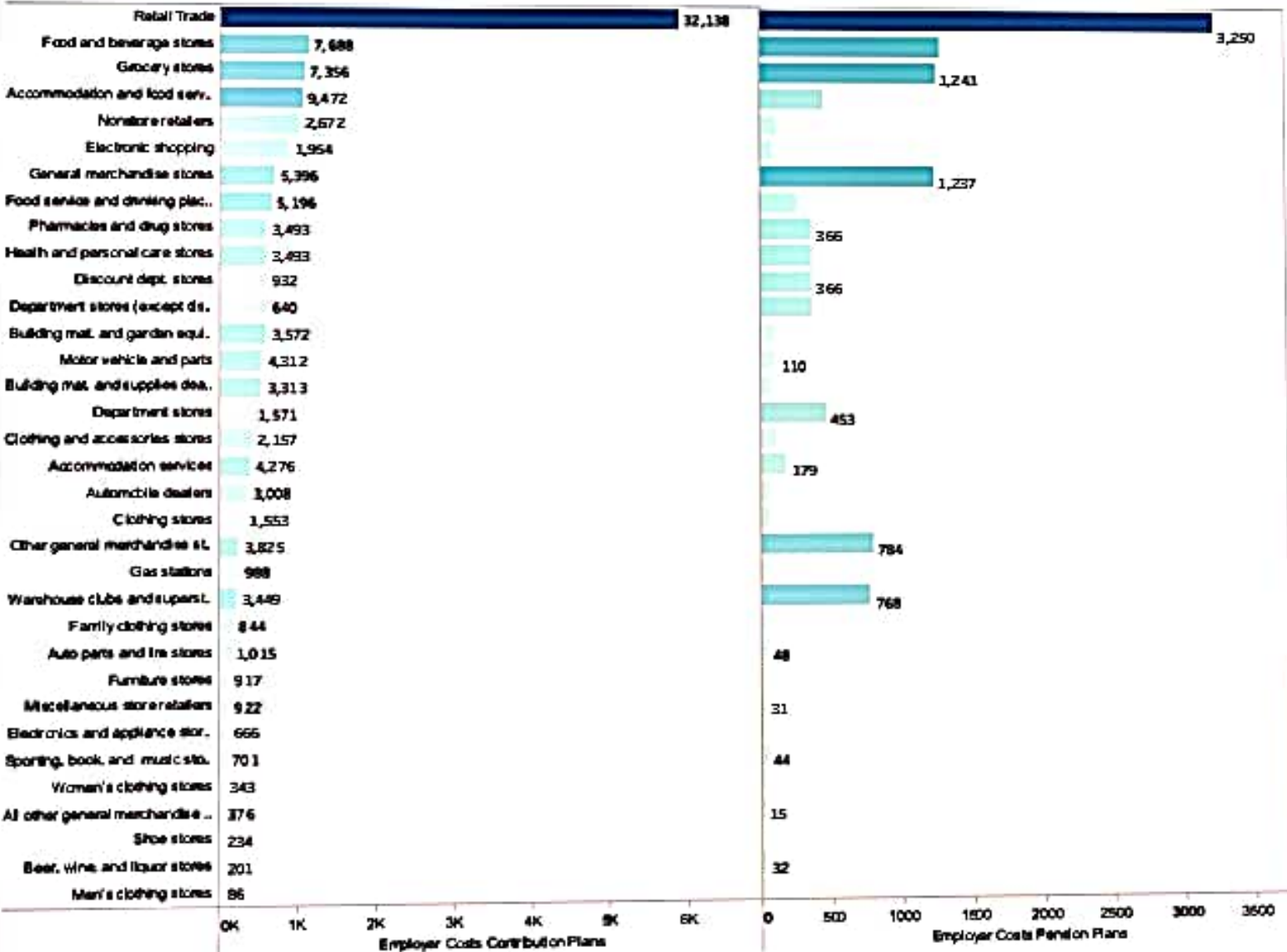
Transportation and ware housing

Rental Payment for Machinery

Business Expenditure Overview

Employee cost (insurance vs pension)

Maintenance of Buildings office









## Expense Insights

Rental Payment For Machinery  
10 3,461

### Rental Payment for Machinery

**Retail Trade**  
**3,461**

**Food servi**  
**1,028**

**Accom**  
**682**

**Buildi**  
**610**

**Non**  
**488**

**Building**

**Grocer**

**Gas**

**Aut**

**CI**

**Food and**

**Motor**

**MI**

**D**

**EI**

**CI**

**Health an**

**Electro**

**DI**

**S**

**F**

**Pharmac**

**General**

**MI**

**D**

**EI**

**CI**

**Accommodation and**  
**1,710**

### Power Expenditure

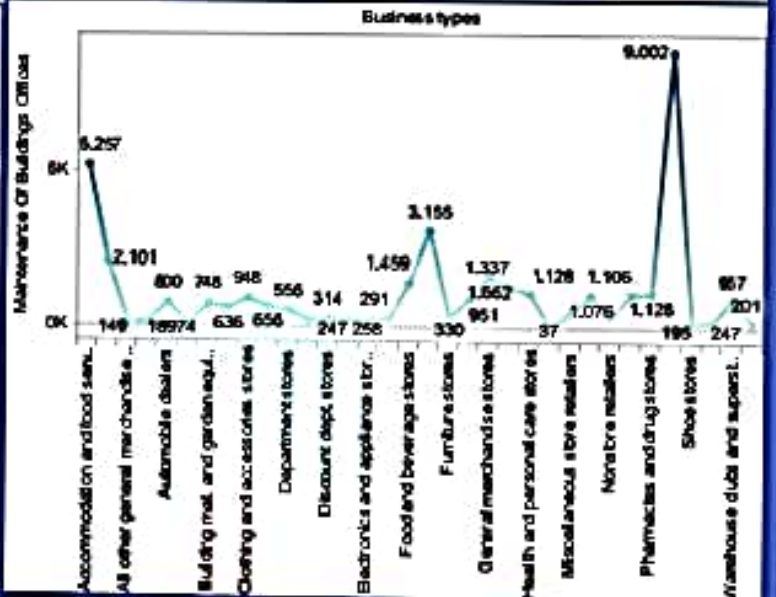
#### Business types



### Taxes & Licenses



### Sheet 9



## Story 2

## Business Expenditure Overview

### Taxes & Licenses

Transportation and  
warehousing

### Rental Payment for Machinery

## Business Expenditure Overview

Employee cost  
(insurance vs  
pension)

Maintenance  
of Buildings  
office

