



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 expenss required to start and operate the business,such as equipment,rent,inventory,and marketing.

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

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.

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

Estimation of business expenses

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

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

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 create an effective strategy for growth.

To determine your future financial needs.

To attract invertors including angel invertors 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?