

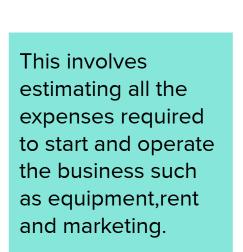
Says

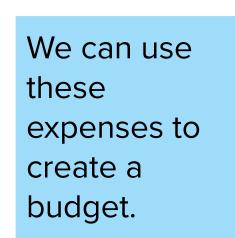
What have we heard them say?
What can we imagine them saying?

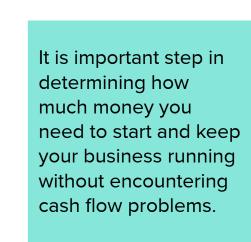


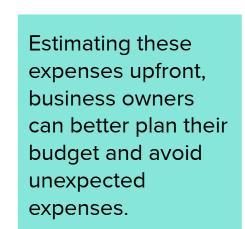
What are their wants, needs, hopes, and dreams? What other thoughts might influence their behavior?





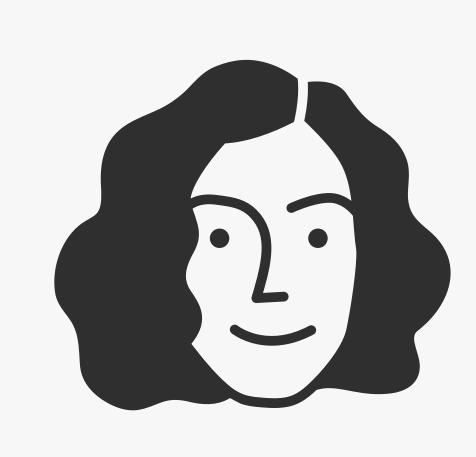






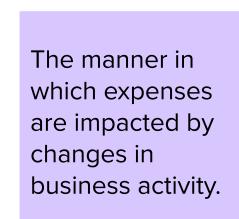
It is need to produce income statements or file tax reports.

Unterstanding a company expenses and knowing which ones are tax deductible can also help you prepare a company taxes.



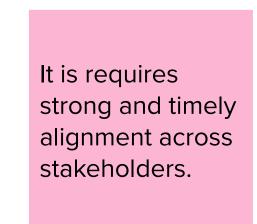
Persona's name

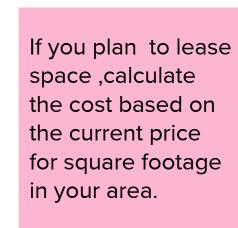
Short summary of the persona



A business manner should be aware of cost behaviours when constructing the annual budget.

It is highly data -driven ,but it still involves a lot of guesswork.



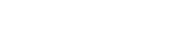


It help in planning and controlling the expenses of a business.



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?



