



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?



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

This involves estimating all the expenses required to start and operate the business such as equipment,rent and marketing.

Estimating these expenses upfront, business owners can better plan their budget and avoid unexpected expenses.

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

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

We can use these expenses to create a budget.

The manner in which expenses are impacted by changes in business activity.

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

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

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

It is requires strong and timely alignment across stakeholders.

If you plan to lease space ,calculate the cost based on the current price for square footage in your area.



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?