



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?

Its very hard
to start a
business
without
money.

Business
strategies are
must to run a
successful
business

We should
find the needs
of our
products in
market.

How to run a
business without
encountering
cash flow
problems?

Most business
expenses are
either one
time costs.

Determine the
salary of
employees
include in our
budget.

ESTIMATION OF BUSINESS EXPENSES.

Must have a
clear cut idea of
the money need
to run a
business.

Collect an ideas
from a
successful
businesses and
business related
books.

Inquire the
rate of the
products in
various
sources.

There is a
chance that
the data we
collected is
inaccurate.

concerns about
how changes in
the market or
economy might
impact our
expenses.

Worrying about
unexpected
costs that might
arise and disrupt
our budget.



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?