



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?

A business estimate is a document detailing how much you plan on charging a customer for a good or service.

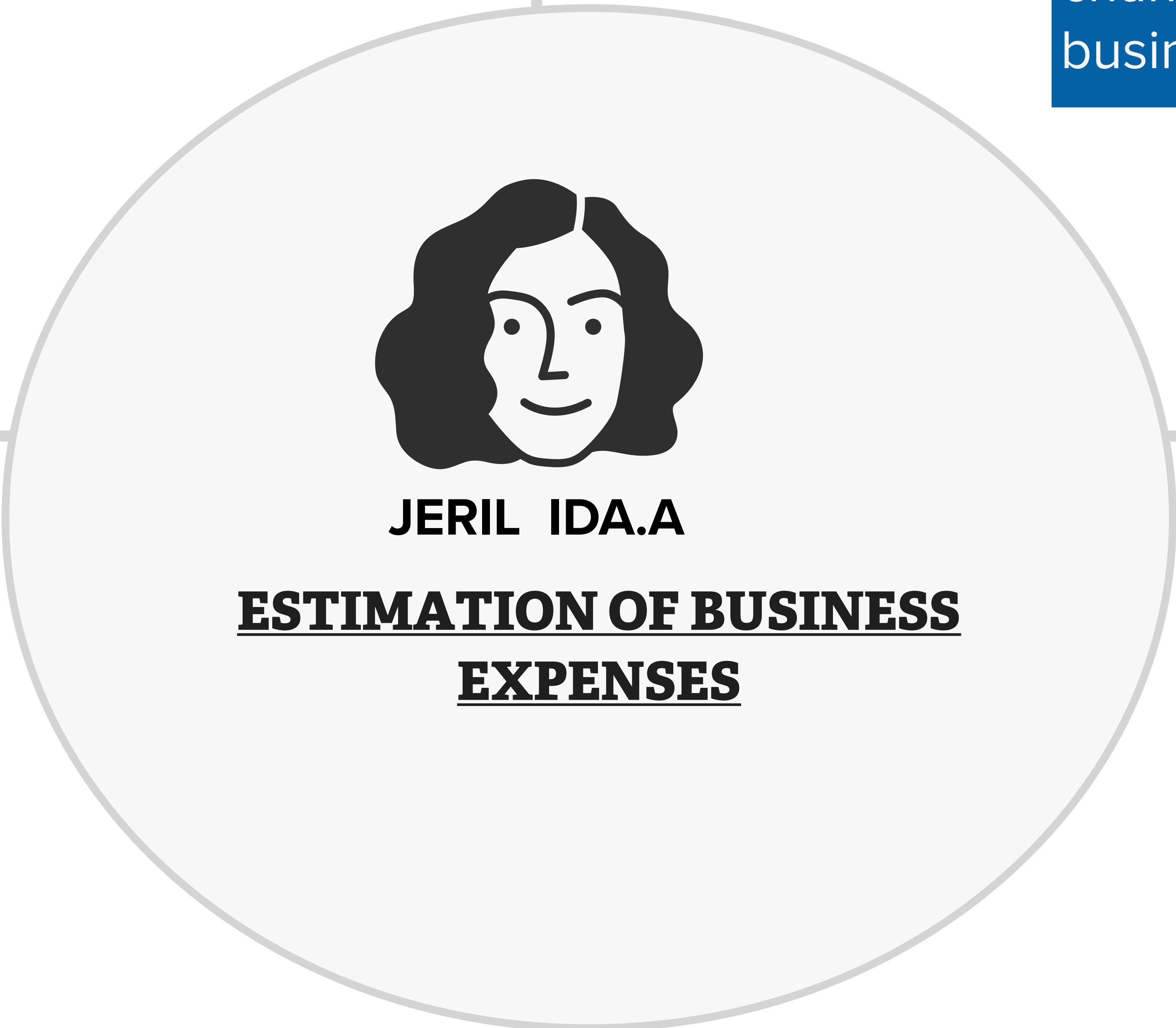
Firms may categorise business expenses based on length of period, variability, deductibility.

Being able to estimate business costs accurately can help you plan for future see trouble on horizon

Cost behavior analysis is an instrumental tool for management to determine how to increase or decrease the cost of production by changing an activity level.

Cost behavior is the manner in which expenses are impacted by changes in business activity.

Your estimate should include a line-by-line description of the work you expect to perform if your client accepts your estimate.



The total variable costs rise and fall whenever the level of activity rises and falls.

I feel that the estimating business expenses is an important factor to gain profit in our business.

- Automating workflows.
- Use corporate credit cards.
- Audit your expenses.

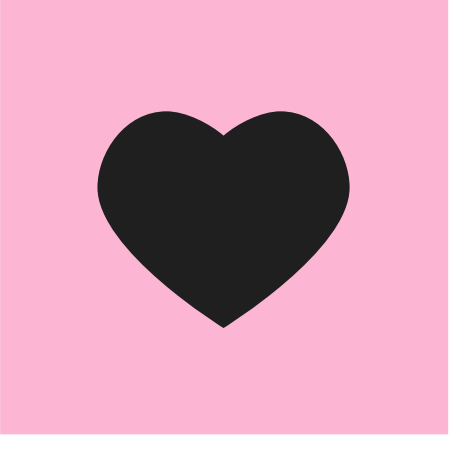
I think every business owners has estimste their business expenses they manage their business smoothly and profitably.

- \*Keep good records
- \*Stocks valued at marginal cost.
- \*Increased understanding of cost.



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?