



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?

what are
business
expanses?

business expanses are
deductions from
taxable income .the
main deductible
categories are direct
expanses ,indirect
expanses ,and intrest
on debt

how to keep
track of
business
expanses?

how to
caculate
expanses in
business?

forbes advisor will
show you what
business expanses
are, which ones to
track ,why you should
track them and how
to keep track of
business expanses

add up your companys
costs ,like office
supplies ,operating
expanses payroll costs
and business loan
payments .then ,uuse
this formula net income
=revenue expanses



Estimation Of Business Expenses

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business expanses
are costs incurred in
the ordinary course
of business .
business expanses
are also referred to
as deduction

tracking business
expanses involves
taking a few steps, you
should obtain a
separate card for
business expanses so
that you won't need to
keep sorting receipts

business expanses
sum up the costs
incurred by a
company are
brand to genarate
revenue

getting a handle on your
expanses is crucial for
understanding the
health and runway of
your business explore
how to calculate, track
and manage them
effectively

It allows you to gain
a clear
understanding of
your spending habits
and helps you make
informed financial
decisions

many small business
owners prefer to
handle this aspect of
their businesses
themselves, without
the need to incur costs
for an accountant



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?