



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?



Estimations of business expenses can vary widely depending on the industry, size of the business, and location.

Generally, it's important to consider costs such as rent, utilities, salaries, supplies, marketing, and any other specific expenses related to the type of business.

.Needs: these are essential expenses required for the basic functioning of the business

.Wants: these are expenses that are desirable but not strictly necessary for the business to operate.

.Hopes: These are aspirations or goals that may require financial investment.

.Dreams: these represent long-term, ambitious goals that may require significant resources.

If we were to personify estimations of business expenses, they might say something like:

"I reflect the financial reality of your business. Consider all costs and plan strategically for success."

Remember, this is a creative interpretation and not an actual statement from estimations. It's important to rely on accurate financial data and expert advice when making business decisions.

Market Trends: changes in the market, such as shifts in demand for certain products or services, can affect expenses. For example, increased demand might require higher production costs.

Marketing and Advertising Spend: strategies and campaigns may require varying levels of investment, which can influence overall expenses.



ESTIMATIONS OF BUSINESS EXPENSES

Estimations of business expenses can vary widely depending on the industry, company size, and economic conditions. Some common behaviors and trends observed in estimating business include:

- 1. **Inflation impact:** Expenses tend to increase over time due to inflation, impacting cost estimates.

- 2. **Seasonal Fluctuations:** Certain industries experience seasonal variations in expenses, which must be factored into estimates.
- 3. **Technology Costs:** As businesses increasingly rely on technology, expenses related to IT infrastructure and software tend to rise.

Estimations of business expenses can indeed evoke fears, frustrations, and anxieties for various reasons:

- 1. **Uncertainty:** Businesses often face unpredictability in the market, making it challenging to estimate expenses accurately. This uncertainty can lead to anxiety about budget overruns.

- 2. **Financial Risk:** Inaccurate estimates can put a strain on a company's finances, potentially leading to financial instability or even failure, causing fear among business owners.

Estimations of business expenses serve several important purposes:

- 1. **Budget planning:** They help businesses plan and allocate resources by providing a clear picture of expected expenses, allowing for better financial management.

- 2. **Performance Evaluation:** By comparing estimated expenses to actual expenditures, businesses can assess their financial performance and make adjustments as needed.

Several feelings and emotions can influence estimations of business expenses behavior, including:

- 1. **Optimism:** A positive outlook can lead to more optimistic estimations of expenses, potentially underestimating the actual costs.

- 2. **Anxiety:** Anxiety may lead to overestimations of expenses as individuals anticipate worst-case scenarios and plan for potential risks.
- 3. **Confidence:** High levels of confidence can result in underestimations if individuals believe they can control costs effectively.



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?

