

Entrepreneurial Assessment

BUSINESS FUNCTIONS	MY STRENGTHS	MY WEAKNESSES	WHO CAN I CALL?
Management » Business planning » Setting priorities » Delegating responsibilities			
Operations » Day-to-day operations » Quarterly/annual assessments » Personnel issues » Building maintenance			
Marketing » Advertising » Public relations » Internet » Social media			
Sales » Pricing » Projections » Quarterly goals » Tracking			
Finances » Money needed to start » Acquiring capital » Cash flow analysis » Planning for downturns			

Adapted from materials provided by the Florida SBDC at the University of North Florida.