

Entrepreneurial Assessment

BUSINESS FUNCTIONS	MY STRENGTHS	MY WEAKNESSES	WHO CAN I CALL?
Management <ul style="list-style-type: none"> » Business planning » Setting priorities » Delegating responsibilities 			
Operations <ul style="list-style-type: none"> » Day-to-day operations » Quarterly/annual assessments » Personnel issues » Building maintenance 			
Marketing <ul style="list-style-type: none"> » Advertising » Public relations » Internet » Social media 			
Sales <ul style="list-style-type: none"> » Pricing » Projections » Quarterly goals » Tracking 			
Finances <ul style="list-style-type: none"> » 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.