

# Entrepreneurial Assessment

BUSINESS FUNCTIONS	MY STRENGTHS	MY WEAKNESSES	WHO CAN I CALL?
<b>Management</b> <ul style="list-style-type: none"> <li>› Business planning</li> <li>› Setting priorities</li> <li>› Delegating responsibilities</li> </ul>			
<b>Operations</b> <ul style="list-style-type: none"> <li>› Day-to-day operations</li> <li>› Quarterly/annual assessments</li> <li>› Personnel issues</li> <li>› Building maintenance</li> </ul>			
<b>Marketing</b> <ul style="list-style-type: none"> <li>› Advertising</li> <li>› Public relations</li> <li>› Internet</li> <li>› Social media</li> </ul>			
<b>Sales</b> <ul style="list-style-type: none"> <li>› Pricing</li> <li>› Projections</li> <li>› Quarterly goals</li> <li>› Tracking</li> </ul>			
<b>Finances</b> <ul style="list-style-type: none"> <li>› Money needed to start</li> <li>› Acquiring capital</li> <li>› Cash flow analysis</li> <li>› Planning for downturns</li> </ul>			

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