

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.