

# Entrepreneurial Assessment

BUSINESS FUNCTIONS	MY STRENGTHS	MY WEAKNESSES	WHO CAN I CALL?
<b>Management</b> » Business planning » Setting priorities » Delegating responsibilities			
<b>Operations</b> » Day-to-day operations » Quarterly/annual assessments » Personnel issues » Building maintenance			
<b>Marketing</b> » Advertising » Public relations » Internet » Social media			
<b>Sales</b> » Pricing » Projections » Quarterly goals » Tracking			
<b>Finances</b> » 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.