

Retail Operations and Marketing Strengths: Accounting, Business Management/Entrepreneurship, & Marketing

Instructor: Note that these questions may require adjustment to fit the understanding of the student. Moreover, actual experience is likely to change the student's preference and make it more valid. Encourage the student to take his best guess, especially when doing this for the first time and when the student has no direct experience yet in the retail operations and marketing fields.

Name:

Date:

	1 Not at all	2 Maybe	3 Yes	4 Very much
Accounting				
1. Do you think you would be good at alphabetizing, sorting or classifying expense reports or other financial reports according to an employer's filing system?				
2. Do you think you would be good at copying, collating, scanning, or faxing documents?				
3. Do you think you would be good at using photo copiers, scanners, faxes, calculators, staplers, and hole punchers?				
4. Do you think you would be good at setting up and maintaining accounting systems using computer programs?				
5. Do you think you would be good at entering financial data into accounting programs, spreadsheets, or databases?				
6. Do you think you would be good at organizing receipts or other paperwork as needed?				
7. Do you think you would be good at using basic mathematics skills such as addition, subtraction, multiplication and division?				
8. Do you think you would be good at maintaining account payable and receivable?				
9. Do you think you would be good at reconciling bank accounts and paying bills?				
10. Do you think you would be good at issuing pay checks or other expense checks?				
11. Do you think you would be good at preparing sales and employment tax documents?				
12. Do you think you would be good at supervising any administrative personnel or accounting assistants?				
Business Management/ Entrepreneurship				
13. Do you think you would be good at planning, organizing or managing a business?				
14. Do you think you would be good at exploring the rewards and risks of owning and running a business?				

	1 Not at all	2 Maybe	3 Yes	4 Very much
15. Do you think you would be good at developing a comprehensive plan for starting a business?				
16. Do you think you would be good at researching the markets a business would reach and serve?				
17. Do you think you would be good at developing and evaluating legal documents related to starting or running a business?				
18. Do you think you would be good at exploring options related to owning or renting real estate for a business?				
19. Do you think you would be good at managing employees?				
20. Do you think you would be good at interviewing and hiring employees and possibly firing employees?				
21. Do you think you would be good at dealing with vendors or people selling products to be used by a business?				
22. Do you think you would be good at contracting with people or agencies to serve a business?				
23. Do you think you would be good at researching possible resources for financing a business?				
24. Do you think you would be good at interacting with banks and investors about financing a business?				
25. Do you think you would be good at writing proposals and developing presentations for business plans?				
26. Do you think you would be good at getting up in front of people and presenting a business plan?				
27. Do you think you would be good at working with customer relations for a business?				
28. Do you think you would be good at problem-solving around issues that may come up within a business?				
29. Do you think you would be good at developing or managing a human resources department for a business?				
Marketing				
30. Do you think you be good at working with public relations and promotion for a business?				
31. Do you think you would be good at developing a marketing plan for a business?				
32. Do you think you would be good at doing research about potential customers for a business?				
33. Do you think you would be good at selling products or services?				
34. Do you think you would be good at developing pricing strategies for the products sold by a business?				
35. Do you think you would be good at developing graphs, spreadsheets and data bases?				

	1 Not at all	2 Maybe	3 Yes	4 Very much
36. Do you think you would be good at developing marketing strategies for businesses related to travel or tourism?				
37. Do you think you would be good at developing marketing strategies for businesses related to fashion or recreation?				
38. Do you think you would be good at developing a “brand” or trademark for a business?				