

## **Business Assessment**

Business assessment is about objective and unbiased analysis designed to provide a clear picture of where the business is, where it is going, what factors are impeding further development and what factors can help to get from where one is to where one wants to be. Departing from the current situation and applicable business model, business assessment is performed to get to know current business strengths and weaknesses as regards the specific segments of the creative domain addressed, evaluate performance and establish new goals in terms of AI, by specifying tasks and responsibilities.