



Reasons Small Businesses Fail*

1. Missing sustainable competitive advantage or value proposition
2. Shortage of capital
3. Poor cash flow management
4. Team conflict
5. Poor pricing relative to value and competition
6. Poor location
7. Paying the owner more than the business can afford
8. Over-investment in fixed assets
9. Poor record keeping
10. Lack of:
 - Experience
 - Knowledge
 - Intention, Focus, or Direction
 - Planning
 - Customer need
 - Customer retention
 - Inventory management
 - Marketing
 - Sales

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- Leadership
- Delegation
- Cyber security

**This list is consultant experience based, not research based.*

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