



Business
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ENTREPRENEURS CORE COMPETENCES

ANALYSIS METHODOLOGY

October 2018



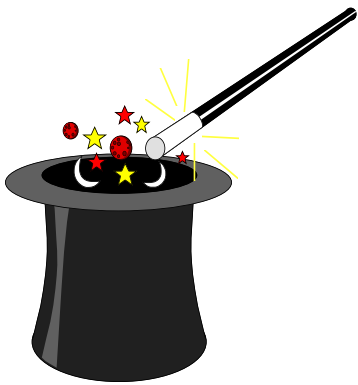
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CORE COMPETENCES

Definition:

It is the set of “factors” which enables the entrepreneur to be successful.

Therefore, the core competences are the potential key of success of the entrepreneur and represent differential elements from the rest of the potential competence.

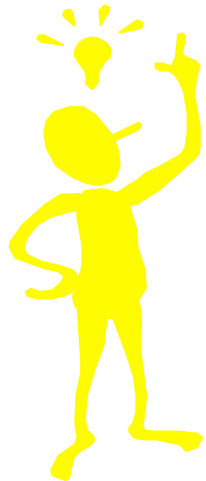




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CORE COMPETENCES

Features to be fulfilled:



- **They've been constructed throughout the time** and are replicable once and again.
- **Hard to be imitated** by the Competency.
- They are seen as an **added value** from the client's point of view, that is, Core Competences constitute a key factor when taking a purchase decision.



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CORE COMPETENCES

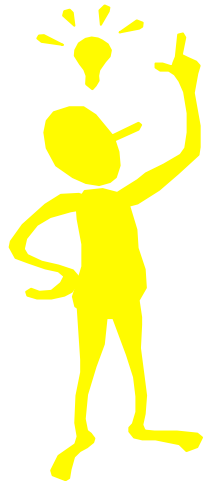
Competences classification

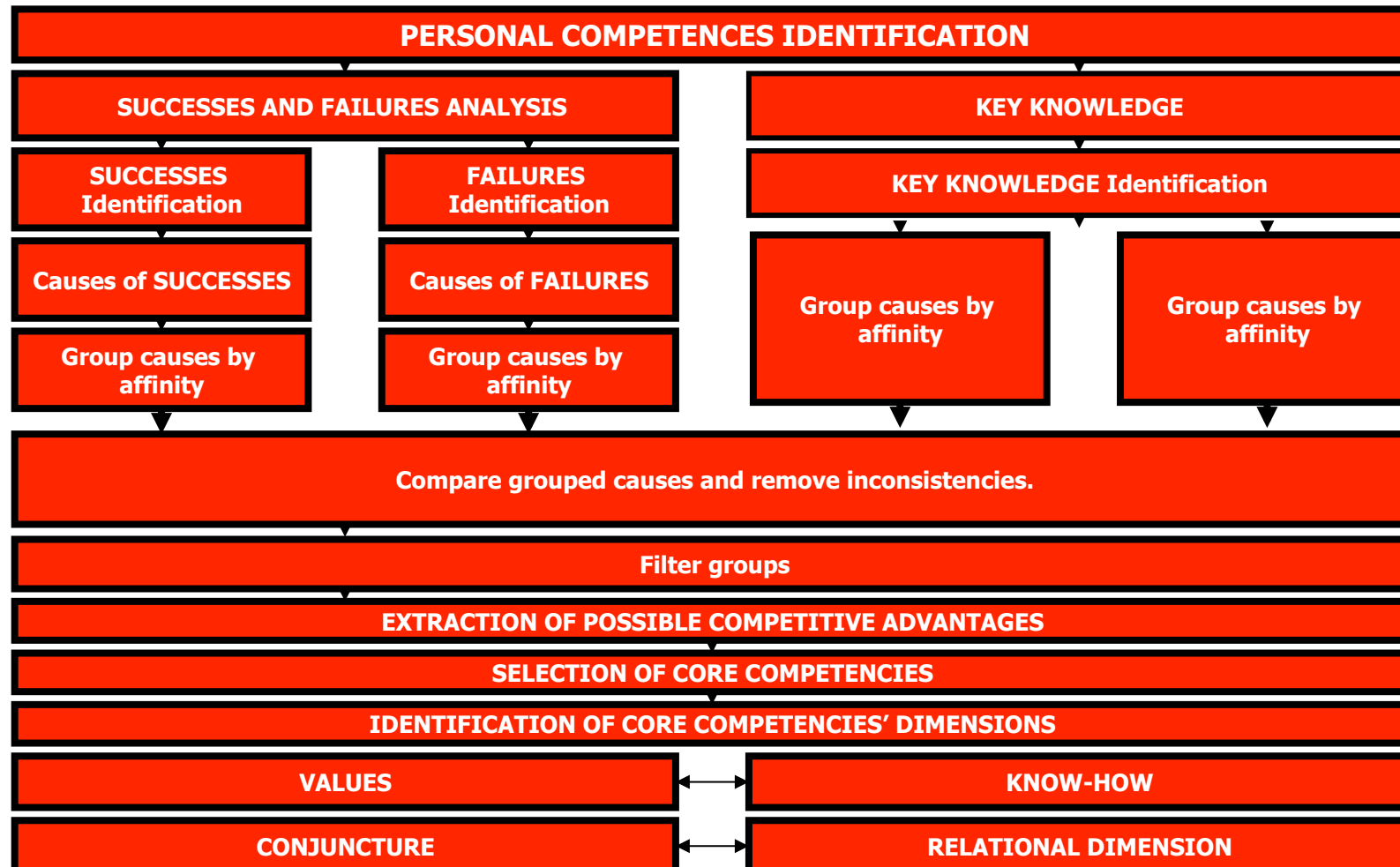
If it fulfils...

3 of the features: **CORE COMPETENCE.**

2 of the features: **COMPETITIVE ADVANTAJE.**

Only **1** of the features: **CIRCUNSTANCIAL
COMPETENCE.**







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CORE COMPETENCES

SUCCESSSES AND FAILURES ANALYSIS

What is a...

Success:

- Any experience undergone by the entrepreneur that has supposed a competitive advantage of any order.

Failure:

- The opposite to success, any experience that has supposed a breakdown of any order.



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CORE COMPETENCES

KEY KNOWLEDGE ANALYSIS

What is a...

Key Knowledge:

- Any ability, know-how, education, expertise, etc. that contribute (pay) especially to the new business to be launched.