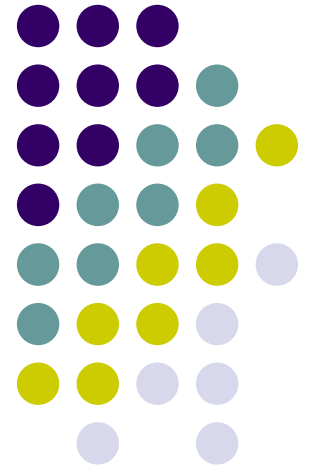


CONCEPTUAL ASPECTS OF ENTREPRENEURIAL COMPETITIVENESS

An examination of the critical approaches required by businesses to develop competitiveness.

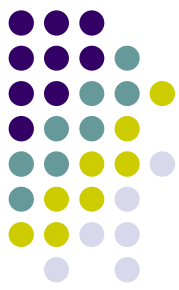


KEY ISSUES OF COMPETITIVENESS



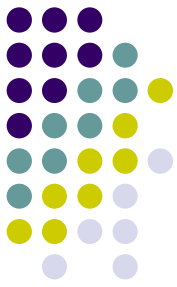
- Broaden the vision and build the confidence to pursue a global strategy;
- Change attitudes to take a more professional approach to management;
- Incorporate strategic management techniques to build a globally competitive enterprise.

CASME- CARIBBEAN ASSOC. OF SMALL AND MEDIUM ENTERPRISES



- **Objectives**
 - **Education**
 - **Catalyst for Synergy**
 - **Promotion of Trade**
 - **Establish Research Capability**

CONSIDERATIONS



- LOCAL VS REGIONAL INITIATIVES
 - Marketspace
 - Capital
 - Labour

SMALL BUSINESS STRATEGIC SUPPORT PROGRAMME



- Attitudinal and skills training
- Competitiveness assessment
- Step by step process of improvement

ENTREPRENEURIAL COMPETITIVENESS



- Out compete rivals
- Respond to changing external circumstances
- Increase market coverage
- Merge or acquire rival companies for strength & growth

ENTREPRENEURIAL COMPETITIVENESS



- Form strategic or collaborative partnerships
- Capitalise on new opportunities
- Define production, marketing, administration, finance, research and development



The End