



Strategic Partnerships for vocational education and training

EIBI European Incubator for Business Ideas

Project ID: 2015-1-RO01-KA202-015150

**Output no. 2: Map of competences requested to start a
successful business**

Deliverable no. 2.2.2

**Description of the standard for
the competences needed for a
successful business**

**Author: Paphos Chamber of
Commerce, Cyprus**

March 2016



Erasmus+

*This project has been funded with support from the European Commission.
This publication reflects the views only of the author, and the Commission cannot
be held responsible for any use which may be made of the information*

Standard for the competences needed for a successful business

Our EIBI Training Model is based on the standard of performance that individuals must achieve when carrying out activities relating to starting a business.

The standard describe the essential things that people who wish to start a business must be able to do, the outcomes they must achieve and the knowledge and understanding they need for a successful business.

The standards is described in terms of the occupational competences. Competence is about applying skills and knowledge to achieve a work function : It include knowledge, technical skills and a repertoire of personal skills, such as teamwork, communication, customer service etc, plus the ability to organise the work, make judgements, solve problems and improve work processes within given parameters.

This standard represents a consensus among the partners and describe best practice in some European countries.

Occupational Standards are statements of the standards of performance individuals must achieve when carrying out functions in the workplace, together with specifications of the underpinning knowledge and understanding.

- Occupational because they describe the performance required of an individual when carrying out functions in the workplace, i.e. in their occupation (as a plumber, police officer, production engineer etc).
- Standards because they are statements of effective performance which have been agreed by a representative sample of employers and other key stakeholders and approved by the experts' Panel.

The competences needed for a successful business will be described in terms of occupational standard , which should include the following elements:

Title: identified activity with a result that can be evaluated;

Elements of competence: subtasks that make up the work presented in the title, with a coherent set of measurable results;

Achievement criteria relating to the outcomes of effective performance (what is able to do);

Achievement criteria relating to the behaviour which underpin effective performance of activities, including in the elements of competence for the successful implementation and quality desired result. These refer to:

- Skills that person demonstrates is able to do for the successful implementation of activities included in the elements of competence and quality of the result;
- Knowledge and understanding (general, business specific, contextual specific) required for the performance;
- Attitudes: behaviour which underpin effective performance;

A Delphi panel of experts who will come from all partner countries established helped identify the key constructs/statements to be used for the description of the standard. Two cycles of Delphi assured the content validity the description requires.

This standard establish the essential competence that people who wish to start a business must to acquire, the training curriculum centred on these learning outputs, the values, philosophy, educational principles, methodology and potential content for the training.

It will be used to further design the European Model and the Curriculum.

1. DEFINE PRODUCTS AND/OR SERVICES OF THE BUSINESS

Performance/Skills

- **S1.** Evaluate the distinctive features of product/service
- **S2.** Evaluate competitors position
- **S3.** Evaluate specific market environment

Knowledge/ Understandings

- **K1.** Understand its qualities
- **K2.** Understand its competitive advantage
- **K3.** Understand its competition

Behavior/Attitudes

- **A1.** Market overview
- **A2.** Creativity and Innovative approach
- **A3.**

2. Analyze the target market of the product and/or service

Performance/Skills

- **S1.** SWOT product/service analysis
- **S2.** Analyzing existing and potential competition
- **S3.** Identify key consumer needs

Knowledge/ Understandings

- **K1.** Knowledge on Specific target market characteristics
- **K2.** To know about the needs and expectations of the potential customers
- **K3.**

Behavior/Attitudes

- **A1.** Understanding consumer behavior
- **A2.** Understanding competitors behavior
- **A3.** Understanding market trends

3. DESIGN THE MARKETING STRATEGY OF THE BUSINESS

Performance/Skills

- **S1.** Organize the functions of his work
- **S2.** Manage the financial and legal issues
- **S3.** Optimize his product

Knowledge/ Understandings

- **K1.** Understanding own and competitors' product capacity
- **K2.** Understanding business environment
- **K3.** Organize his resources

Behavior/Attitudes

- **A1.** Strategic thinking
- **A2.** Rational assessment of business environment
- **A3.**

4. ESTABLISH A FINANCIAL PROJECTION PLAN

Performance/Skills

- **S1.** Create a financial plan for the company
- **S2.** Create a point even analysis
- **S3.** Make financial forecast on sales

Knowledge/ Understandings

- **K1.** Understand cost accounting
- **K2.** Apply Financial ratios
- **K3.**

Behavior/Attitudes

- **A1.** Consistency in costing methods
- **A2.** Throughout analysis
- **A3.**

5. CHOOSE THE BUSINESS LEGAL STRUCTURE

Performance/Skills

- **S1.** Organize company procedures within legal boundaries
- **S2.** Assess tax implications
- **S3.** Evaluate legal entity options

Knowledge/ Understandings

- **K1.** Devise Strategy concept
- **K2.** Understanding Legal implications
- **K3.**

Behavior/Attitudes

- **A1.** Legal and tax compliance
- **A2.** Strategic Thinking
- **A3.**

6. REGISTER THE BUSINESS

Performance/Skills

- **S1.** Establish a company registration
- **S2.** Assess tax implications
- **S3.** Evaluate legal entity options

Knowledge/ Understandings

- **K1.** Understanding legal processes
- **K2.** Knowledge of EU regulations
- **K3.** Knowledge of Patent rules (if applicable)

Behavior/Attitudes

- **A1.** Legal compliance
- **A2.** Formal procedures
- **A3.**

7. OBTAIN FINANCING FOR THE BUSINESS

Performance/Skills

- **S1.** Assess financial capacity
- **S2.** Obtain loans (if applicable)
- **S3.** Assess required assets/resources

Knowledge/ Understandings

- **K1.** Knowledge of financial management
- **K2.** Understanding business needs
- **K3.**

Behavior/Attitudes

- **A1.** Financial responsibility
- **A2.** Objectivity in financial evaluation
- **A3.**

8. ORGANISE THE BUSINESS OPERATIONS

Performance/Skills

- **S1.** Create organizational structure
- **S2.** Organize human and other resources
- **S3.** Establish Management norms

Knowledge/ Understandings

- **K1.** Knowledge in Human resource management
- **K2.** Understanding of management
- **K3.**

Behavior/Attitudes

- **A1.** Business ethics
- **A2.** Managerial responsibility
- **A3.**

9. DESIGN BREAKTHROUGH PRODUCTS/SERVICES

Performance/Skills

- **S1.** Innovation in your product/service
- **S2.** Evaluate current market trends
- **S3.** Integrate new technologies

Knowledge/ Understandings

- **K1.** Knowledge on product qualities
- **K2.** Understand technological innovations

Behavior/Attitudes

- **A1.** Flexibility/adjustability
- **A2.** ICT friendly

10. MARKET AND LAUNCH THE BUSINESS

Performance/Skills

- **S1.** Devise a comprehensive marketing plan
- **S2.** Use of social media and technologies
- **S3.**

Knowledge/ Understandings

- **K1.** ICT knowledge
- **K2.** Marketing knowledge
- **K3.**

Behavior/Attitudes

- **A1.** Social media and ICT friendly
- **A2.** Strategic marketing
- **A3.**

11. ASSURE LOGISTICS' SUPPORT

Performance/Skills

- **S1.** Supply of product/service to the market
- **S2.** Assure easy and cost effective transfer of product/service
- **S3.** Apply ICT in logistics

Knowledge/ Understandings

- **K1.** Knowledge of ICT in logistics
- **K2.** Understand field chain of supply

Behavior/Attitudes

- **A1.** ICT friendly
- **A2.** Chain of supply in the market field