

## ENTREPRENEURIAL SKILLS, SWOT ANALYSIS AND DIAGNOSIS IN BUSINESS ACTIVITIES

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**Abstract:** Examining the factors that determines success or failure of a business, facilitated the creation of specific methodologies for analysis and diagnosis of business activity by determining the role of entrepreneurial skills. Environmental analysis method, competitiveness and the company is the SWOT analysis. SWOT analysis is considered a complex research of economic, technical, sociological, legal and managerial activities that characterize a company that identifies the strengths, weaknesses, opportunities, threats and causes it generates, it makes recommendations to eliminate or minimize negative aspects and/or recovery of the positive

**Keywords:** SWOT analysis, entrepreneurial skills, business, success

### 1. INTRODUCTION

SWOT analysis is a tool by which the necessary information can be analyzed to develop competitive analysis.

SWOT analysis is determined by the role of entrepreneurial skills in business success.

Competitive analysis in small and medium enterprises may consider, for example:

Strengths = local assets, such as university, competitive wages, skilled labor, a strong transportation network, increased social security

Weaknesses = obstacles to growth (problems), for example, poverty, complex regulatory procedures, inadequate infrastructure, limited access to credit [90]

Opportunities = Conditions exogenous (external) favorable, for example, technological changes create new competitive advantages, new Convention international trade, expanding markets

Threats = Conditions exogenous (external) unfavorable (possible problems), for example, closing factories, demographic changes [2], [3]

### 2. SWOT ANALYSIS FEATURES

Assessment should identify public resources, private and non-governmental organizations, should collect and analyze qualitative and quantitative information and to establish management systems for future use in monitoring and evaluation, to consider economic development opportunities in all important sectors. [2]

SWOT analysis involves a challenge very ambiguous, often strategic, requiring a structure in detail. [1]

#### 2.1 Strengths.

- Basic entrepreneurial resources with exceptional value for entrepreneurship; sites recognized professional studying entrepreneurial elements and transverse degrees higher in world culture

- Establishment of a number of entrepreneurial phenomena that can be authentic examples for university graduates and young businessmen

- Increase in entrepreneurial studies programs complementary studied in universities and other similar institutions

#### 2.2 Weaknesses.

- Poor access to knowledge and application of entrepreneurial skills in general

- Instability entrepreneurial culture public, social and private

- Innovative environmental uncertainty

- Lack of coherent strategies, messaging, communication and entrepreneurship policies in Romania

- Entrepreneurial local market situation, underdeveloped conceptual, unbalanced and immature

- Lack of entrepreneurial success cases

#### 2.3 What allows it to be valued?

- Entrepreneurial skills can be used as a model for the definition of entrepreneurship and building strategies as a basis for the creation of national and international brands

- Supporting entrepreneurial traditions maintain cost effectiveness due to economic

- Development of national values based on sustainability that can be created between entrepreneurial environment-biodiversity-Health- spirituality and performance

- Promoting entrepreneurial skills in the management of companies and businessmen capturing attention through various entrepreneurial strategies

- Coordination results from development of different forms of entrepreneurship

#### **2.4 Concepts derived from the analysis of strengths and weaknesses:**

- The performing company can be created to increase the impact and reduce the impact strengths weaknesses?

- The achievement of a database relating to attracting and implementing entrepreneurial skills in the management of companies, can be harnessed for national and international promotion directly from the use of information strategies

- The existence of a weak national capital used that allows the operation of an awareness of the skills and experience of entrepreneurial culture and innovation

- Research on regional innovation, networking and introducing intensive services based on knowledge innovation orientation [4]

#### **2.5 What negative impact has the handicap?**

- Entrepreneurial diversity can not be known as a resource to exploit economic value

- Lack of entrepreneurs with vision and openness to innovation and creativity

- Retention of venture capital involvement in projects

- Lack of standards for assessing the impact on entrepreneurial projects in developing entrepreneurial skills

- Inability to design strategies and business plans synergistic performance

- Poor picture of the business environment and investor reluctance

- Danger of resistance to change

### **3. OPPORTUNITIES, DANGERS IN SWOT ANALYSIS**

#### **3.1 Occasions, prospects, opportunities.**

- Romanian entrepreneurship success derives from previous entrepreneurial culture

- Campaigns carried out in support of maintaining and preserving the character of entrepreneurship in the European

- Accessibility to financial resources created by the launch and implementation of EU funding

- The existence and involvement of business people with entrepreneurial opening

#### **3.2 Obstacles / Threats / Threats**

- Lack of initiative in terms of competence

- Legislative deficiencies related to entrepreneurial development in the territory

- Materialization of entrepreneurial space

- Lack of strategic vision and developing the private sector in public-private partnerships

- Uncertainties related to the development of new entrepreneurs

- Immediate and psychological effects of the crisis [5]

#### **3.3. What opportunities are open?**

- The possibility of vision, testing and launching entrepreneurial type strategic objectives

- European support to promote the region and reduce costs in innovative businesses

- The possibility of a positive effect of investment flow to reduce costs capture attention in marketing

#### **3.4 Concepts derived from the analysis of strengths and weaknesses:**

- The enterprise interesting can imagine to reduce the impact of handicaps?

- The need for civic campaigns in support of legislation to protect the recovery potential entrepreneurial

- The need to involve civil society negotiate with authorities

- Criticizing the entrepreneurial spirit of improvisation strategies

#### **3.5 What is the risk taken?**

- Decrease entrepreneurial potential can lead to the destruction of valuable sites

- Substantiation of business plans

- Perfect timing in an effort to promote investment and entrepreneurship

**4. CONTENT ANALYSIS  
METHODOLOGY AND DIAGNOSTICS  
BUSINESS ACTIVITY**

Career development has a positive significance on issues highlighting a specific dynamic society in various plans by:

- Self-knowledge and interpersonal skills training
  - Aces education training profession
  - Assuming different roles in life and career
  - Integration and planning of various events;
- because the goal of achieving a successful career, entrepreneur manages to gain the trust of others and to acquire a set of values thoroughly confirming that a well chosen profession provides trusted, moral satisfaction, social status and self-esteem. [6]

The literature describes numerous theories and concepts on choosing the profession. Most authors seek to explain how individuals choose their studies and professions, why they choose and practice them later.

Although the SME sector in Romania is one of the most affected by the financial crisis, due to lack of liquidity and declining demand, the current period can be seen as an opportunity for small and medium enterprises in identifying and prompt reaction to market changes, finding new ways and flexible in their work.

The following conceptual representation is indicative of the example above:

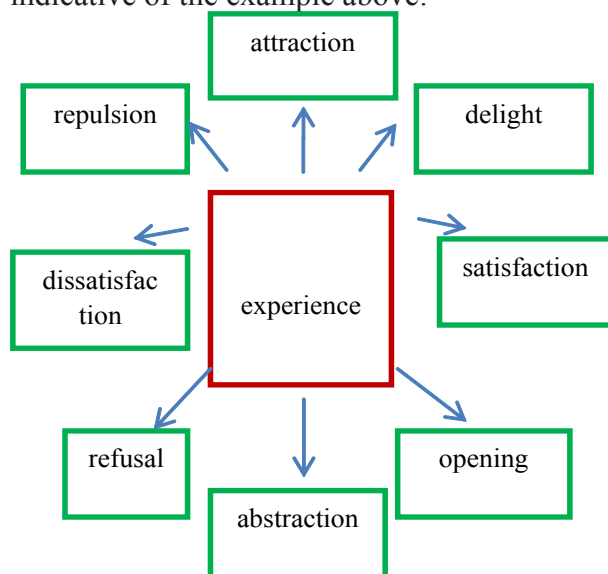


Fig. 1 Conceptual representation of business

Examination of the factors determining the success or failure of a company (business), led to the creation of specific methodologies for analyzing and diagnosing business activity (business)." [7]

Satisfaction Manager should hold based on a more objective evaluation based on measurable indicators of how it performs on the position they occupy within the company.

"Successful managers must understand that their work involves similar income of responsibility." According to [84].

"Distribution subordinates in positions best suited to each of them should be one of the top priorities of managers." [84]

**CONCLUSIONS**

From the data, we extracted three results that we believe are particularly relevant to the way in which small and medium enterprises in Romania, should organize and develop their business in terms of human resources:

1. The involvement and commitment of employees in the companies they work for have a fairly low level, given that the two main reasons why employees continue to work for the existing firms are no other job offers and money

2. More than half of employees are not evaluated in terms of their performance at work, or are not aware that there is such a system for evaluating employees

3. Only about one-third of employees benefiting from training opportunities and training while the poor results of some of their colleagues are released by most precisely on the lack of necessary skills and abilities.

4. There is a widespread problem in the companies in Romania related to employee motivation and especially their emotional involvement in companies.

More than 1 in 3 employees in the firm defines its role as one of support executing or, lacking such motivation offered by the importance of their work, and on the other hand the percentage of mentioning colleagues or direct the chief qualities as reasons for continue working in the same establishment is very low.

The staff is the labor involved in business development.

5. Lack of motivation and emotional involvement leads to poor performance employees and causes them to leave work if there is a better salary offer.

6. Lack of objective and transparent performance evaluation in companies also affects employee motivation and productivity.

Every employee should be aware that is not rewarded position they occupy in the company, but for how performs in that position, rewarding employees being required to be in correlation with the results.

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