

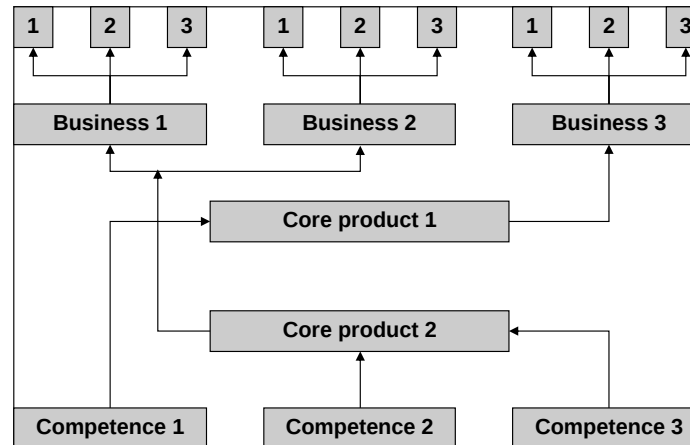
Business Analysis: Core Competence Analysis

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"The core competence analysis is a method to find knowledge, abilities and technologies in-house, that allow a high competitive differentiation."

Core competences provide potential access to a wide range of markets. In addition to that, they should contribute a *significant amount for the customer satisfaction* through the final product. Furthermore, core competences should be difficult to imitate for competitors. Core products are the link between core competences on the one side, and core products on the other side - the physical realization of one or more core competences.

Based on checklists it can be ascertained where the company offers superior capabilities compared to its competitors.



Examples for Functional Competences

Innovation:

_Development of at least 5 new products

Marketing:

_Focus on the image as a quality leader

_Delivery within 24 hours

Production:

_Using the latest technology

_Use of high quality raw materials

Employees:

_Highly qualified and motivated stuff

Management / Organization:

_Flexible organization

Checklist 1:

- _Who are our most profitable customers?
- _What are our most highly differentiated capabilities?
- _What are our most critical product offering?
- _What are our most important distribution channels?
- _Other critical, strategical equipment, which contribute to the former products? (Patents, brand names, positioning, ASO)

Checklist 2:

- _Ability of observation?
- _Ability of interpretation?
- _Ability of adjustment?
- _Ability of learning?
- _Ability of innovation?
- _Ability of integration?
- _Ability of routine?