

## STUDIU DE CAZ: FLORIAN MOLDOVEANU ȘI PILON LTD (A)

## CASE STUDY: FLORIAN MOLDOVEANU & PILON LTD (A)

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Motto:

„Oamenii sunt cheia succesului afacerii noastre”

„People are the key of our business' success”

**Abstract:** The article presents a case study aiming at exploring and describing key entrepreneurship values, skills and competencies leading to business performance and development. The case study is part of a larger research on entrepreneurial competences in Romania, within the framework of the research project “Partnership for excellence research in developing entrepreneurial skills and a competitive human capital in the innovation and knowledge-based economy and society – CE@ANPART” financed by the Romanian Ministry of Education and Research. The case study reports the success story of a Romanian entrepreneur doing business in the United Kingdom, Florian Moldoveanu, and his company PiLON Ltd, based in Bracknell, Berkshire (Greater London). It focuses on various aspects of PiLON business – PiLON’s history and profile, entrepreneur’s profile, policies and strategy, organizational culture, human resources, quality and performance approach – identifying, discussing and clustering entrepreneurial traits leading to business success against typical traits described by the literature. In this issue the broad research project framework, the research methodology, the perspective on PiLON’s history and accomplishments, as well as the entrepreneur’s profile are presented and analyzed.

**Keywords:** case study, entrepreneur, entrepreneurship, entrepreneurship capacity, entrepreneurial traits, research methodology.