

STUDIU DE CAZ: FLORIAN MOLDOVEANU ȘI PILON LTD (D)

CASE STUDY: FLORIAN MOLDOVEANU & PILON LTD (D)

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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 project on entrepreneurship capacity in Romania, and 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). The case study 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 entrepreneurship traits leading to business success against typical traits described by the literature. This last issue is focused on the performance management approach taken to sustain the competitiveness of the company and on the entrepreneurship competencies of the owner.

Keywords: case study, entrepreneur, entrepreneurship capacity, entrepreneurship traits, performance approach.