

Strategic Tools for Entrepreneurship: Model Proposal for Manufacturing Companies

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Abstract : The present paper presents the further development of the application of a standard methodology to boost innovation inside real case studies of manufacturing companies. The proposed methodology provides a viable solution for manufacturing companies that have to evaluate new business ideas. The study underlined the concept of entrepreneurship and how a manager can use it to promote innovation inside their companies. Starting from a literature study on entrepreneurship, this paper examines the role of the manager in supporting a company's development. The empirical part of the study is based on two manufacturing companies that used the proposed methodology to favour entrepreneurship through an alternative approach. The research demonstrated the need for companies to have a structured and well-defined methodology to achieve their goals. The purpose of this article is to understand the significance of business models inside companies and explore how they affect business strategy and innovation management. The idea is to use business models to support entrepreneurs in their decision-making processes, reducing risks and avoiding errors.

Keywords : entrepreneurship, manufacturing companies, solution validation, strategic management

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