

For every business, owners must bring to the market specific competitive core competencies. In the medical tourism business world, lackluster results are often the result of failure to develop, examine or build upon core competencies and differentiation. As a result, the players doom themselves to commodity status.

CORE COMPETENCE ANALYSIS

WHAT WE EXAMINE AND INTERPRET

Key Core Competencies

- Core competence value
- Core competence rarity
- Core competence barriers to imitation
 - Exhaustibility
- Implications for competition
 - Expected performance

CORE COMPETENCE ANALYSIS

of a particular resource, skill or specialty

of any value?	rare?	difficult to imitate?	exhaustible?	competitive implications	expected performance	competence level
No			No	Competitive disadvantage	Under norm value	Basic or weak
Yes	No			Competitive parity	Norm value	Average
Yes	Yes	No		Temporary advantage	Above Norm value	Above
Yes	Yes	Yes	Yes	Sustainable competitive advantage	Clearly above norm value	Market leader with effective promotion