

## **ABSTRACT**

*Every year the number of SMEs continues to increase as in the city of Bandung, this certainly makes business competition tighter. In managing the business, each business actor must have the competence to be able to continue to survive in the tight competition. However, there are still business people who still cannot take advantage of the opportunities properly, have not been able to manage assets well, and there are still many complaints from consumers as well as BBC Fitness, U-Fitness and Focus Fitness*

*The purpose of this study is to analyze entrepreneurial competencies in BBC Fitness, U-Fitness and Focus Fitness business owners with Ideas and Opportunites variables, namely spotting opportunities & valuing ideas, creativity envisioning, ethical and functional thinking, Variable Resources, namely self awareness and self efficacy, motivation and perseveranve, mobilizing resources, financial and economy literacy, mobilizing others, Into Action variables namely initiative taking, planning and management, coping with uncertainty ambiguity, working with others and learning throught experience to find out what capabilities still have to be developed.*

*The research method used is qualitative with descriptive presentation. Data sources were obtained from fitness Center owners namely BBC Fitness, U-Fitness and Focus Fitness Data were obtained by semiterstructure interviews, observation and documentation. This research technique uses data source triangulation techniques.*

*The abilities that BBC Business, U-Fitness and Focus Fitness have to develop business owners are in the variable Ideas and Opportunities namely envisioning and ethical and flexible thinking. Variable Resources are motivation and perseverance, financial and economic literacy, and mobilizing others. Into action variables namely planning and management, coping with uncertainty ambiguity and learning through experience.*

*The results of this study are expected to know that entrepreneurial competencies and their abilities that still need to be developed, can become learning materials in developing their entrepreneurship skills for MSME owners in managing their business.*

**Keywords : Entrepreneurship, entrepreneurship competence, SMEs.**