

# RESOURCE-BASED THEORY OF ENTREPRENEURSHIP

Resources are things or qualities the entrepreneur can use to create consumer or customer value.

<b>P</b>	<b>PHYSICAL RESOURCES</b>	<ul style="list-style-type: none"> <li>- Tangible property</li> <li>- Plant and equipment</li> <li>- Location</li> <li>- Natural resources</li> </ul>
<b>R</b>	<b>REPUTATIONAL RESOURCES</b>	<ul style="list-style-type: none"> <li>- Perceptions of the firm</li> <li>- Brand / brand loyalty / image</li> <li>- Integrity</li> <li>- Quality</li> </ul>
<b>O</b>	<b>ORGANIZATIONAL RESOURCES</b>	<ul style="list-style-type: none"> <li>- Structure</li> <li>- Routines</li> <li>- Systems</li> <li>- Culture</li> </ul>
<b>F</b>	<b>FINANCIAL RESOURCES</b>	<ul style="list-style-type: none"> <li>- Money assets</li> <li>- Borrowing capacity</li> <li>- Ability to raise equity</li> <li>- Cash flow</li> </ul>
<b>I</b>	<b>INTELLECTUAL &amp; HUMAN RESOURCES</b>	<ul style="list-style-type: none"> <li>- Knowledge, training, experience</li> <li>- Judgement, creativity, vision, intelligence</li> <li>- Alertness, empathy, values</li> <li>- Relationship capital – who you know</li> </ul>
<b>T</b>	<b>TECHNOLOGICAL RESOURCES</b>	<ul style="list-style-type: none"> <li>- Processes and systems</li> <li>- R&amp;D, testing, QA /QC</li> <li>- IT</li> </ul>

## VRIN Summary of Resources

RESOURCE	VALUABLE	RARE	HARD TO COPY?	HARD TO SUBSTITUTE?
Physical	Yes	Sometimes	Not Usually	Sometimes
Reputational	Yes	Yes	Yes	Yes
Organizational	Yes	Yes	Yes	Yes
Financial	Yes	Sometimes	No	No
Intellectual	Yes	Yes	Usually	Sometimes
Technological	Yes	Sometimes	Sometimes	Sometimes