

ABSTARCT

This study aims to identify problems, knows Small Medium Enterprises and clothing cluster framework developing of Sentra Rajut Binong Jati Bandung city in 2017. Factors of consideration among low SME's development is initial identification results specifically less optimal setup seen from the infrastructure, knitwear center location, lack of consumer convenience, low capital financing, product marketing competitiveness, this occurs as a result of the trend of industrial cottages which is less relevant to the developed cluster framework model. Through this study is expected to be used by clothing business actors to increase marketing quality, problem solving, decision making, communication, and innovative thinking, so that can improve clothing product quality in the future. The primary data of this research is the result of interview that held with Bandung Binong Jati Knitwear Industries Community Administrator. The data is the principal data in which the analysis is supported by secondary data secondary data whose analysis is obtained from field observations and some literature sources to strengthen and deepen the analysis results. Resource data is the entire identity of the resource persons deemed relevant to the identified problem. The results showed that of the five variables of entrepreneurial competencies studied, business actors Central Rajut Binong Jati Bandung city has a level of competence that is, which indicates that the current entrepreneurial competencies are good enough for their business.

Keywords: Small Medium Enterprises (SME's), industry, clothing, entrepreneurial competencies
