This paper shows the competitiveness model at enterprise level, developed within the research methodology "Competitividad del sector empresarial en Bogotá y Cundinamarca. Estado actual, propuesta de mejoramiento". First, there is a summary about the methodologies used to define the competitiveness in the country as in the region and then it is shown the final model.

Keywords
Competitiveness, factors, subfactors, utility function, utility curve, management, commercial management, financial management, production management, science and technology, internationalization.