**ABSTRACT**

The purpose of this article is to make a diagnosis of an economic activity identified as relevant in a local economy, in order to verify if it meets the criteria that characterize an industrial cluster.

This paper presents the overall results of research which analyzes the case of the candy and chocolate industries from the point of view of industrial clusters. The research is relevant considering that it presents a methodology for measuring the degree of functionality of a productive activity considered as relevant in a local economy under international operation standards, which is not common in studies of countries in Latin America.

The study seeks to answer the following research questions:

– What is an industrial cluster and what are its characteristics ?

– How to identify and evaluate an economic activity under a focus for industrial cluster?

– What are the competitive strengths and opportunities for local economic activity?

– Is it possible to design a strategy to promote the competitiveness of local economic activity?

The paper consists of the following parts:

– Results of the investigation

– Proposition of strategic intervention to improve the functionality of the local cluster studied

The case study focuses on San Luis Potosí State, México, and it seeks to demonstrate the need to carry out industrial cluster initiatives as a strategy to promote enterprise development and strengthen economic activities in the manufacture of candies and chocolate, identified as relevant in the local context.