

MANAJEMEN

**POSISI DAN ARAH STRATEGIK  
LABORATORIUM KLINIK PRODIA  
( Suatu Studi Kasus )**

**KARYA TULIS UTAMA**  
Untuk memenuhi sebagian persyaratan  
untuk mencapai derajat Magister Manajemen



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MILIK  
PERPUSTAKAAN  
UNIVERSITAS AIRLANGG.  
SURABAYA

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**PROGRAM MAGISTER MANAJEMEN  
UNIVERSITAS AIRLANGGA  
1996**

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**ABSTRACT**

This study attempts to determine the strategic position and direction for PRODIA Clinical Laboratory. An understanding of the company's strategic position can help managers develop appropriate strategies for achieving and maintaining success.

SPACE method is used in this study. This method enables the researcher to evaluate four dimensions of the company, viz: environmental stability dimension, industry strength dimension, competitive advantage dimension and financial strength dimension. Each dimension is viewed as a composite of several factors. Each of the factors is evaluated separately in terms of its attribute, relative importance and chance of sustaining.

The researcher finds that the environmental stability dimension averages -2.75 with moderate sustainability, the industry strength dimension averages 4.00 with moderate sustainability, the competitive advantage dimension averages -0.56 with high sustainability and the financial strength dimension averages 3.33 with moderate sustainability. A four-sided polygon displaying aggressive direction is obtained by connecting the average values plotted on each axis of the SPACE chart. Translated into generic competitive strategies overall cost leadership appears to be the appropriate strategic thrust. The researcher further argues that concentration appears to be more appropriate strategic direction for PRODIA Clinical Laboratory.