

Analisis situasi guna menentukan strategi pengembangan bisnis di Instalasi Rawat Inap Utama RSUP Persahabatan Tahun 2000

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Abstrak

IRIN Utama RSUP Persahabatan merupakan tempat pelayanan rawat inap bagi pasien mampu, diharapkan dapat menjadi unit revenue yang potensial, dengan meningkatkan pendapatan melalui peningkatan jumlah pasien. Untuk itu perlu dilakukan analisis guna menentukan strategi pengembangan bisnis yang sesuai dan dapat diterapkan di IRIN Utama.

Penelitian ini dilakukan melalui pengamatan langsung, pengumpulan data sekunder, mengadakan wawancara mendalam dan group diskusi, serta mengidentifikasi faktor-faktor eksternal & internal, sehingga diketahui kekuatan, kelemahan, peluang dan ancaman yang dapat mempengaruhi kegiatan yang ada di IRIN Utama,?(Abstrak tidak lengkap ter-scan).

Analyze of Situation on Determining Business Strategic Development in Overnight First Installation at RSUP Persahabatan, 2000 Overnight First Installation on RSUP Persahabatan as overnight service place for wealthy patient, hopefully able to be potential revenues center with increasing the hospital income by increasing number of patient.

As an effort to get that, the situation analyze to determine a suitable business development strategy and able to implement on Overnight First Installation will be necessary to do.

This research done by direct research, collected secondary data, interview, discussion group and identified external & internal factor to see the strength, weakness, opportunity and also threat that could influence the activity at Overnight First Installation.

The result of this research shows position of Overnight First Installation could be known by TOWS Matrix and IE Matrix on Internal fix-it quadrant and cell V (Hold & Maintain), and also appropriate strategy is internal strength strategy and product development. And also by QSPM Matrix, related strategy order known by developing appropriate business.