

Review of: "Strategies for retaining customers: How PT ABC can maintain its position as the laboratory of choice"

Hendry Hartono¹

¹ Binus University

Potential competing interests: No potential competing interests to declare.

This paper need more specific details about the challenges faced by PT ABC in the competitive global market. Providing concrete examples or specific market trends that pose challenges would make the paper more informative.

The paper suggests that PT ABC needs to develop new services, expand internationally, embrace new technologies, and diversify revenue streams. However, it does not provide specific strategies or approaches to achieve these goals.

Including more specific recommendations would make the paper more actionable.