

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

Said Dwikat¹

¹ Universiti Utara Malaysia

Potential competing interests: No potential competing interests to declare.

1. The article discusses a very good case with room for improvement in certain areas : One gap is that specific illustrations of the challenges and threats are needed to support the analysis and the strength and weaknesses.
2. The article need to explore the ecosystem surrounding PT ABC thoroughly. Understanding the broader context, including interdependencies, relationships, and external factors impacting PT ABC's operations, is crucial for comprehensively understanding the organization's challenges and opportunities. Hence, the article would provide a more holistic view of PT ABC's operating environment by conducting a more comprehensive ecosystem analysis, incorporating market trends, regulatory influences, technological advancements, and competitive dynamics. This expanded analysis would enable readers to identify potential risks and opportunities more effectively.
3. Furthermore, although the article acknowledges the importance of developing strategies, however, which kind of strategies the company needs, like expansion strategy, should be articulated.

In conclusion, while the article presents a good case, it can be enhanced by addressing the abovementioned gaps.