

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

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Potential competing interests: No potential competing interests to declare.

The article effectively addresses and presents the topic in a well-structured manner. As a suggestion, the article could discuss PT ABC's risk management strategies in more depth. It can address how PT ABC evaluates and manages the risks associated with strategic steps such as entering new markets, technological changes, and collaborations.