

INDONESIA'S HEALTH AND BEAUTY INDUSTRY ATTRACTIVENESS AND COMPETITIVENESS ANALYSIS: HOW IT AFFECTS LOCAL CLINIC AT MAKASSAR CITY (CASE STUDY: PERSADA MEDICAL CLINIC)

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Abstract

Makassar City as the capital of South Sulawesi become epicentrum for any kind social and business activities. Health and beauty industry considers as larger and promising industry which expected to offers highly yielding profits. The rising demand and customers more aware with its well-being appearance are the main reason many players decide to join the market, Persada Medical Clinic is one of them. The research aims to assess attractiveness, identify health and beauty industry competitiveness drivers as Makassar has growing market for health and beauty. This research uses quantitative and qualitative data to conduct a descriptive analysis. The data obtained from Makassar Statistic Center, survey and report from reputable institutions, journals, articles, and other relevant data and information needs. To assess the industry attractiveness and competitiveness it will conduct by using PESTEL, Porter's Five Forces and Competitor Analysis.

Keywords: Health and Beauty Industry Attractiveness, Health and Beauty Competitiveness, Persada Medical Clinic, Makassar.
