

## Analisis posisi strategis koperasi calon skala besar : suatu studi aplikasi model mckinsey beberapa koperasi

Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20407838&lokasi=lokal>

## Abstrak

Large Scale Cooperation is a program of the Ministry of Cooperatives and SMEs to empower cooperatives to become a global cooperative, launched in 2010. At least, there are 33 cooperatives spread across every province that is ready to be a large scale cooperative after 5 years. This study is to uncover some of the strategic position of cooperatives that have been proposed in the program in some provinces. Based on the McKinsey model, this study demonstrates the majority of the samples included in the strata “grow or let go” and “harvest”. Thus the choice of a strategy to expand is difference for each cooperative. However in general, we recommended that the appropriate strategy to reach the large scale cooperative is to prioritize improvement of the internal environment.

Large Scale Cooperation is a program of the Ministry of Cooperatives and SMEs to empower cooperatives to become a global cooperative, launched in 2010. At least, there are 33 cooperatives spread across every province that is ready to be a large scale cooperative after 5 years. This study is to uncover some of the strategic position of cooperatives that have been proposed in the program in some provinces. Based on the McKinsey model, this study demonstrates the majority of the samples included in the strata “grow or let go” and “harvest”. Thus the choice of a strategy to expand is difference for each cooperative. However in general, we recommended that the appropriate strategy to reach the large scale cooperative is to prioritize improvement of the internal environment.

Large Scale Cooperation is a program of the Ministry of Cooperatives and SMEs to empower cooperatives to become a global cooperative, launched in 2010. At least, there are 33 cooperatives spread across every province that is ready to be a large scale cooperative after 5 years. This study is to uncover some of the strategic position of cooperatives that have been proposed in the program in some provinces. Based on the McKinsey model, this study

demonstrates the majority of the samples included in the strata “grow or let go” and “harvest”. Thus the choice of a strategy to expand is difference for each cooperative. However in general, we recommended that the propriate strategy to reach the large scale cooperative is to prioritize improvement of the internal environment.