



**PERANCANGAN STRATEGI PENGASUHAN PADA KELOMPOK BISNIS
MAKMUR META GROUP TAHUN 2014 – 2016**

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ABSTRACT

A multi-business company consist of businesses and a parent company act as holding company, that is responsible for making corporate strategy decisions. Corporate strategy concerns what the parent will do, and across what business it will operate, just as business strategy concerns the roles of the business managers and the scope of business activities in which they will operate. The essence of successful parenting is to create a fit between the way the parent operates—the parent's characteristics—and the improvement opportunities that the parent addresses. To be particularly good at creating value, the parent must focus on distinctive characteristics that are especially relevant to its businesses. Conversely, an obvious misfit between the parent and its businesses will cause the parent to destroy value. Based on the framework developed by Goold et al. (1994) a study was conducted to assess the fit between characteristics of the parent and of its businesses in "Makmur Meta Group". Data from this qualitative research was processed and analyzed to produce a parenting fit matrix followed by a parenting advantage statement as a basic for the company to develop their corporate strategy. Finally, managerial implications are discussed then a brief conclusion and recommendation is presented.

Keywords:

Multibusiness company, corporate strategy, parenting, parent company.