ABSTRACT

Ever since the beginning, many companies in the business world started out as family businesses. Indonesia itself has many of companies that originated as family business. They are managed and handed down to family members throughout generations and expanded professionally with the help of others outside the family members. Though managed by others, it is still monitored by founder and successors within the family. Further definition of family businesses models are divided into two categories, the Family Owned Enterprise and the Family Business Enterprise.

Sasana Husada Clinic has been focusing its main services in physiotherapy for thirty-five years, providing services to patients who seek professional treatments in physical therapy (also known as physiotherapy). The founder of the company, also positions as the CEO, has developed the clinic to such condition where it is now vastly recognized as physiotherapy treatment center throughout its target market. Yet despite of its growth, as a Family Owned Enterprise, the company still has its downsides, with gaps and under-achievements that need to be overcome.

The Group Field Project (GFP) is targeted to identify and solve those problems in order to prepare the company for its successor, and attain better quality of management and growth in the future. The stages in identifying the problems will include interviews with the CEO, internal surveys within the staffs and external surveys throughout its customers. The result will end in a strategic short-term and long-term planning for Sasana Husada Clinic.

Keywords: Sasana Husada Clinic, customer, Physiotherapy, physiotherapist.