



**BUSINESS PLAN OF BINTANG HARAPAN
PHARMACY VOCATIONAL HIGH SCHOOL**

THESIS

**Submitted as one of the requirements to obtain
Magister Manajemen (M.M)**

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ABSTRACT

Education is the essence of every society that will last from one generation to the next. Thus, society has advantages over having educational institutions. Workers in the health and care industries are the pillar of health systems and the force behind the development of universal health coverage and global health security. Everyone can see their enthusiasm and professionalism throughout the pandemic: they are extraordinary people doing exceptional jobs. However, too many of them have lost to COVID-19-related infections, illnesses, or deaths. This business plan of Bintang Harapan Pharmacy Vocational High School aims to provide a detailed insight into the pharmacy and its promising potential to provide quality graduate health workers that are currently in shortage. To analyze business situations use the SWOT, Porter's five force, and PESTEL analysis. The Bintang Harapan Pharmacy High School produces graduates ready to work in the health sector as pharmacist assistants and nurse assistants. The school will continue to innovate in line with the development of the medical and pharmaceutical worlds by following the regulations of the Ministry of Health, the Indonesian Pharmacists Association, and the Education Department.

Keywords: health industry; skills shortage; pharmacy school; vocational school

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