ABSTRACT

Profit and growth are the essence of a business. Without profit and growth, a company will not be able to survive in this rapid change and toughness in the industry. In order to keep its sustain profitable growth over its competitors in the industry, the company has build distinctive competencies in order to gain competitive advantages that favorable to its customers. This competitive advantages should also be maintained and changed if necessary according to the global trend and technology changing that impact to the business. Therefore, the company has to have renewal strategies to overcome challenges and win the market.

This thesis wants to capture how PT. Adira Dinamika Multi Finance, Tbk (Adira Finance) renews its strategies as an real example on how the theory of growth strategies written by Chakravarthy and Lorance in their book Profit or Growth? Why you don’t have to choose is applied.

Research methodology used is a combination of field research and desk research.

As a result of this study, the writer concludes that Adira Finance has been successfully renew its strategies from time to time and achieve tremendous sustain profitable growth for the period of 2001 – 2008.

Key words: renewal strategy, profitable growth, competitive advantage