

Marketing Strategy of Local Made Electrocardioram: Case Study of Swiss German University in Developing a Prototype of Electrocardiogram

By
Davin Elika

A Thesis submitted to the Faculty of

**BUSINESS
BUSINESS ADMINISTRATION**

In Partial Fulfillment of the Requirements for

BACHELOR'S DEGREE

IN

BUSINESS ADMINISTRATION

SWISS GERMAN UNIVERSITY

Swiss German University
EduTown BSDCity
Tangerang 15339
INDONESIA

Telp. +62 21 3045 0045
Fax. +62 21 3045 0001
E-mail: info@sgu.ac.id
www.sgu.ac.id

April 2011

STATEMENT BY THE AUTHOR

I hereby declare that this submission is my own work and to the best of my knowledge, contains no material previously published or written by another person, nor material which to a substantial extent has been accepted for the award of any other degree or diploma at any educational institution, except where due acknowledgement is made in the thesis.

Davin Elika

11 July 2011

Approved by:

Rudy Tobing, MBA

Thesis Advisor

11 July 2011

Aulia A Iskandar, ST. MT.

Thesis Co-Advisor

11 July 2011

Chairman of the Examination Steering Committee

11 July 2011

Davin Elika

ABSTRACT

Marketing Strategy of Local Made Electrocardioram:
Case Study of Swiss German University in Developing a Prototype of Electrocardiogram

By

Davin Elika

SWISS GERMAN UNIVERISTY

Bumi Serpong Damai

Rudy Tobing , MBA , Advisor

Cardiovascular disease, is one of the major factor cause of death in Indonesia. Although it is not a communicable disease ,yet the number of people suffered cardiovascular disease in Indonesia keeps on increasing. Fortunately, we could check our heart condition , and preventive actions could be made before it is too late. Electrocardiogram , is the medical device that can be used to measures and records the electrical activity of the heart in exquisite detail. Interpretation of these details allows diagnosis of a wide range of heart conditions. Currently, Indonesia electrocardiogram market is depends 100% on imports product. Swiss German University plans to develop a local Electrocardiogram in the future. This thesis attempts to study Indonesia's Electrocardiogram market, trends in the market, and factors that can become an advantage for future local Electrocardiogram made by SGU. Author will also try to suggest a marketing strategy after analyzing the data. The research method in this thesis is exploratory study, both qualitative and quantitative method also will be applied in this thesis.

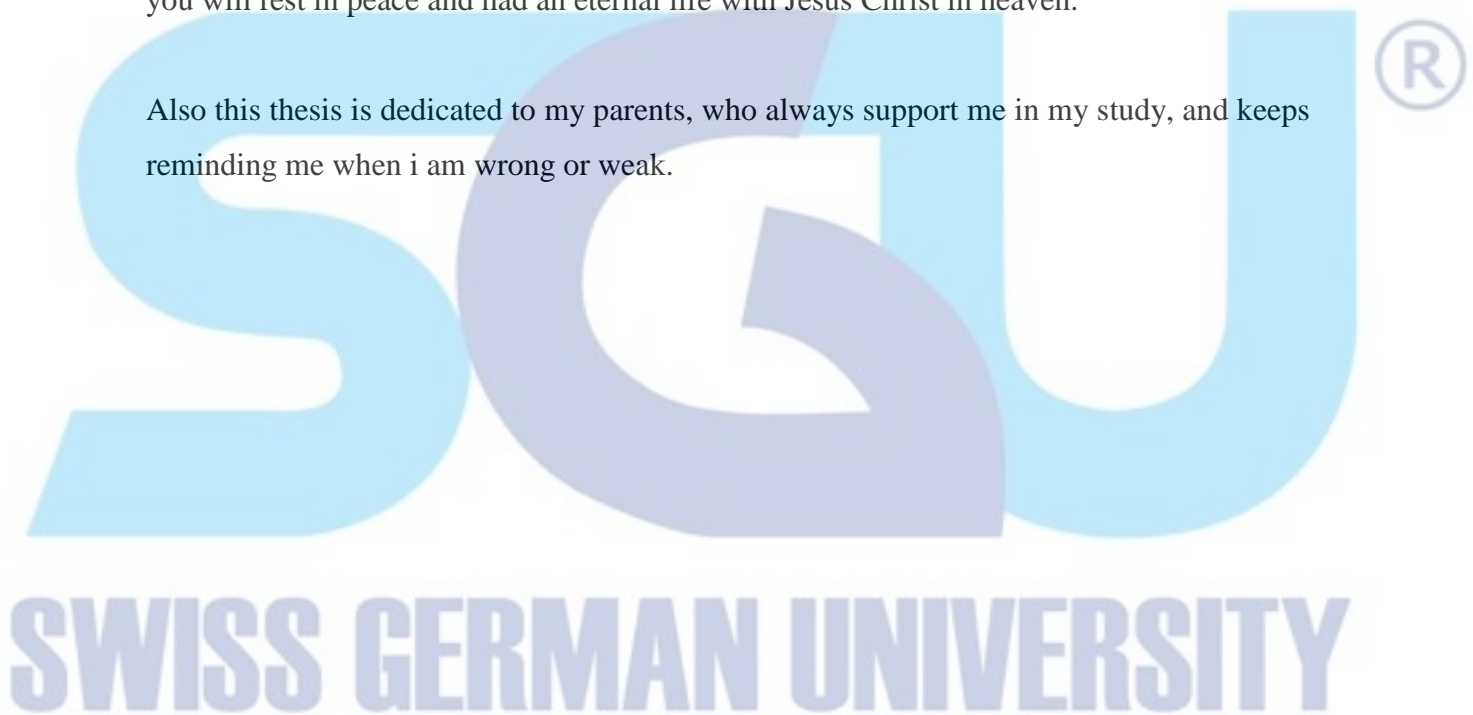
It is possible for SGU future local made Electrocardiogram to enter the market, but they need to put extra attention on 4P's factor that have been analyzed in this thesis.

Keywords: Cardiovascular disease, Electrocardiogram , Marketing strategy, Market Feasibility, Management

DEDICATION

First of all , I would like to dedicate this thesis to my Lord Jesus Christ. It is because of his love , bless and guidance, i can finish this thesis. I also would like to dedicate this thesis for my Grandmother who just passed away a week before my thesis submission. You are the most patient, kind, and warm-hearted grandmother that I've ever had. I hope you will rest in peace and had an eternal life with Jesus Christ in heaven.

Also this thesis is dedicated to my parents, who always support me in my study, and keeps reminding me when i am wrong or weak.



ACKNOWLEDGMENTS

I would like to thank my God, Jesus Christ for all of his love towards me , so i can pass my study in the last 4 years at SGU. Big thanks also goes to my Thesis advisor Mr Rudy Tobing, MBA from Business Administration Department and Mr Aulia A Iskandar, ST. MT as my co-advisor from Life Science department which has helped and guided me to finish this thesis.

I would like to thanks all doctors and nurses who had helped me with my data collection during their busy time. This thesis could not be finished without the help from all of you.

Finally, I would like to thanks all of my colleagues in SGU, my friend , my family and everyone that have supported me during my study and this thesis works.



SWISS GERMAN UNIVERSITY

TABLE OF CONTENTS

STATEMENT BY THE AUTHOR.....	2
ABSTRACT.....	3
DEDICATION.....	4
ACKNOWLEDGMENTS.....	5
CHAPTER 1 – INTRODUCTION.....	9
1.1 Background.....	10
1.2 Research Purpose.....	11
1.3 Research Problem.....	11
1.4 Research Significance.....	11
1.5 Theoretical Perspective.....	11
1.6 Scope and Limitations.....	12
1.7 Systematic Format.....	12
CHAPTER 2 – LITERATURE REVIEW.....	13
2.1 Anatomy and Physiology of Heart.....	14
2.2 Cardiovascular Disease.....	15
2.3 Electrocardiogram.....	16
2.4 Marketing Definition.....	17
2.5 Marketing Mix.....	19
2.6 Product.....	20
2.7 Place.....	21
2.8 Price.....	21
2.9 Promotion.....	22
CHAPTER 3 – METHODOLOGY.....	22
3.1 Introduction.....	23
3.2 Research Design.....	24
3.3 Research Process.....	24
3.4 Data Collection.....	25
CHAPTER 4 - RESEARCH ANALYSIS.....	27
4.1 Healthcare Structure.....	27
4.2 Hospital Class.....	29
4.3 Medical Equipment Market.....	35
4.3.1 Import Statistic.....	36
4.3.2 Distribution Facility.....	39
4.4 Data Analysis.....	42
CHAPTER 5 – CONCLUSION AND RECOMMENDATION.....	63
5.1 Conclusion.....	62
5.2 Reccomendation.....	63
GLOSSARY.....	67
REFERENCES.....	69
APPENDICES.....	71
CURRICULUM VITAE.....	87