ABSTRACT

This study examines the readiness of PT Indomedik Niaga Perkasa to develop and operationalize a strategic and commercially viable partnership with a Dutch medical device manufacturer, aiming to strengthen the company's competitive position in the Indonesian healthcare market. A qualitative approach was employed, utilizing primary data from three semi-structured interviews—involving internal stakeholders from PT Indomedik Niaga Perkasa and an external expert—alongside secondary data such as academic literature, industry reports, market data, and regulatory documents. Analysis was conducted using various strategic frameworks, including VRIO, Value Chain Analysis, DESTEP, Hofstede’s Cultural Dimensions, Porter’s Five Forces, TAM–SAM–SOM, a supplier scorecard, a supply chain map, Total Landed Cost, Entry Mode Theory, and the Balanced Scorecard. The findings indicate that PT Indomedik possesses strong internal capabilities, driven by a national distribution network, relationships with international principals, an after-sales service system, and collaboration among sales staff, product specialists, and technicians. The Indonesian medical device market presents attractive opportunities particularly for technology-based self-measurement kiosks like Alviscan despite challenges such as competition, regulatory requirements, exchange rate risks, and the need for capacity building to manage European suppliers. Supplier evaluation identified Alphatron Medical Systems B.V. as the most suitable partner, with an exclusive distributorship model deemed the most appropriate form of collaboration. Recommended implementation strategies include PT Indomedik holding the NIE (Nomor Izin Edar/Marketing Authorization), utilizing an FOB import scheme, facilitating knowledge transfer, integrating with CKG and SATUSEHAT systems, managing exchange rate risks, and applying the Balanced Scorecard framework over a 36-month implementation period. Consequently, the exclusive partnership between PT Indomedik Niaga Perkasa and Alphatron is considered viable and commercially sound, provided it is supported by regulatory readiness, strengthened coordination with the European supplier, and structured operational management.

Keywords: Market Entry Strategy; Go-to-Market Strategy; Segen Paint; Netherlands; Paints and Coatings; B2B Marketing; Direct Export**.**