

EXECUTIVE SUMMARY

This project objective is to help RSUI (Rumah Sakit Universitas Indonesia) plan to increase their revenue through new product development which is genomic testing. RSUI is a class B hospital located in Depok, which operate formally in 2019. Based on the interview session with RSUI Telemonitoring Project Head, RSUI had developed a genomic test service as their new source of income. As the service is open, there is only 1 customer tested. They need a market potential analysis and need a marketing plan to increase people awareness. There will be 2 target market for genomic testing, the B2B and B2C. Hopefully, this service will increase the revenue with potential revenue of Rp14.462.216.000.000 for B2C and Rp34.868.000.000 for B2B from the customer in Jabodetabek area. The methods to identify the problem is by doing some interviews with the director of the RSUI combined with a fishbone diagram to find the root cause. After seeing the problem, conceptual analysis is done to find the alternative solutions for the issue, including SWOT analysis, VARIM analysis, and Competitor Mapping. To resolve the issue, surveys are done by distributing electronic questionnaires which indicate the awareness and willingness of potential customers of genomic testing. Last step is to generate a plan as an action of the findings from the survey. This project aims to help RSUI get a deeper insight for market potential conditions for genomic testing, and can execute the plan well in the beginning to drive their sales and increase their revenue as their new sources of income. Hopefully, RSUI executes the program well so the scope of genomic testing will be broadened to follow up treatment rather than only selling the service of genomic testing.

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