

## EXECUTIVE SUMMARY

Needle destroyer is one of medical equipment needed by medical practitioners to protect themselves against needle stick injury. There is an expectation that demand is increasing due to increased awareness of work safety and practicality.

Needle destroyer that is offered in the market is offering practicality and low price. However, its distribution is still dominated in and around Jakarta whereas the need for needle destroyer is also in other cities in Indonesia, and there is limited access to substitute products.

PT. Sehat Medika Mulya (PT. SMM) is founded to respond to this business challenge by creating awareness of such product and offering similar product with broader distribution area by working together with distributor in contractual basis.

PT. SMM generic strategy is overall cost leadership that emphasizes its competitive advantage in cost efficiency with broad market target. Operationally, this business will be appropriate for Indonesia due to the simple technology it offers as well as and the high opportunity in big Indonesian market. PT SMM's target market is business organizations (dealing especially with medical equipments), and medical practitioners. To support fast market penetration, as a new product, offensive marketing is chosen for generic marketing strategy. The aim is to get 60% industrial customers of market target in five years.

Financial analysis shows that this business for the next five years is promising with NPV in most likely scenario of Rp 2.485.750.423