ABSTRACT

Marketing Strategy for Enteral Clinical Nutrition Milk Product

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The objective of this study is to examine the factors that affecting the adult in consuming enteral clinical nutrition products. This thesis also examine how the influencer can influential the adult in consuming enteral clinical products. The study was conducted in five hospitals in Jakarta during February 2009. Total samples were 111 adults and 61 influencers (doctors and dieticians). The data information were gathered from questionnaires through some interview. Data output were analyzed by using logit function. The results indicated that the respondents, in consuming enteral clinical nutrition supplement, were influenced by doctors/ dieticians, education background, household expenditures, and the product availability. They like to purchase the product in soft packaging format rather than can and most of respondent are senior citizens. The factors that make the influencer endorsed the products are price, ingredients completeness, long expiry date, availability and clear nutrition fact and other information on the packaging.

Enteral clinical nutrition products are relatively new in Indonesia. Currently only six companies play in the market. Kalbe Nutritionals has been a market leader since the last 3 years. The total market is declining in the last 2 years. The market competition amongst six healthy food companies couldn’t increase total market effectively. At this time, the marketing strategy promotion is based on medical channel by mobilizing medical representative officers to approach medical professionals.

The first important target for enteral clinical nutrition marketing strategy is doctors and dieticians. They are the most strongest influencer to the target market. The product availability and good distribution are the second important strategy. As a market leader price and the distribution still need to be superior. A market challenger, the marketing activities should be more aggressive than the market leader. A very unique product proposition should be possessed for the brand in the category of market follower or a niche. At this time, result on marketing strategy to promote this products was based on medical channel by having medical representatives to approach medical professionals. So as having new marketing strategy hope healthy food company could benefit from this study.