

FORMULASI STRATEGI BISNIS ALAT KESEHATAN PADA PT. MEGAH MEDIKA PHARMA

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Abstract: *The analysis towards PT. Megah Medika Pharma was conducted by using SWOT analysis, Porter's Five Forces Model, Porter's Generic strategy and TOWS Matrix. A rapid growth in healthcare markets in Indonesia at the present time and predicted to be increasing for the next few years, will also increasing the number of government and private hospitals to provide healthcare services to the Indonesian citizens. This condition affects all of the healthcare company providers, which they will fight for gaining big markets and become market leader. Good marketing strategy to maintain and increase sales are the main reasons for PT. Megah Medika Pharma in order to getting out from the sales stagnation for the next 3-4 years, which will give them new opportunities and targeting big markets to be gained.*

Keywords: *strategic marketing, strategic management and market segmentation*

