



Aspek Pemasaran

Marketing Aspect



STRATEGI PEMASARAN

MARKETING STRATEGY

Bio Farma

Salah satu strategi pemasaran dan penjualan di Komersial Nasional pada tahun 2023 adalah peningkatan *awareness* pentingnya vaksinasi kepada para *stakeholder* untuk menjaga kesehatan masyarakat Indonesia. Adapun event yang dilakukan dalam rangka strategi tersebut berskala nasional dan daerah yang tersebar di berbagai kota besar di Indonesia, yang melibatkan Kementerian Kesehatan, Dinas Kesehatan, asosiasi dokter, praktisi kesehatan, dan fasilitas pelayanan kesehatan milik pemerintah dan swasta. Selain itu, kami juga melakukan upaya peningkatan *awareness* pentingnya vaksinasi melalui media sosial.

Strategi lain yang diberlakukan oleh Komersial Nasional yaitu: 1) penetapan harga produk yang kompetitif agar terjangkau oleh seluruh kalangan, 2) menambah tenaga medical representatif untuk memperluas jangkauan pasar dan meningkatkan angka penjualan, 3) memperluas network atau mitra strategis untuk pelayanan vaksinasi kepada masyarakat seperti KFD, klinik imunicare, Fasyankes milik BUMN, Swasta, dan Pemerintah, serta 4) melakukan kerja sama strategis untuk menambah portofolio produk *life science* yang sesuai dengan kebutuhan masyarakat Indonesia.

One of the marketing and sales strategies in the National Commercial in 2023 is to increase awareness of the importance of vaccination to stakeholders to maintain the health of the Indonesian people. The events carried out in the context of this strategy are on a national and regional scale spread across various major cities in Indonesia, involving the Ministry of Health, the Health Office, doctors' associations, health practitioners, and government and private health service facilities. In addition, we also made efforts to increase awareness of the importance of vaccination through social media.

Other strategies implemented by National Commercial are: 1) competitive product pricing so that it is affordable for all groups, 2) adding medical representatives to expand market reach and increase sales figures, 3) expanding the network or strategic partners for vaccination services to the public such as KFD, imunicare clinics, State-Owned Enterprises (SOEs/SOE), private, and government-owned health facilities, and 4) conducting strategic cooperation to add a portfolio of life science products that are by the needs of the Indonesian people.

Di tahun 2023, Departemen Penjualan Ekspor Bilateral telah melakukan *supply* Vaksin dan Bulk ke 23 negara tujuan ekspor. *Supply* tersebut dilakukan berdasarkan keikutsertaan tender, pemenuhan pasar swasta negara tujuan ekspor dan suplai untuk kebutuhan riset. Secara value, suplai terbesar dilakukan ke negara India, Afrika Selatan dan Mesir dengan penjualan produk utama berupa Bulk Polio tipe 1 & 3 dan Vaksin bOPV 20 ds.

Selama tahun 2023, Departemen Penjualan Ekspor Institusi telah membukukan omset senilai Rp. 1,89 Triliun. Hal tersebut merupakan hasil pemenuhan tender Vaksin Campak 10 Ds, tambahan/variation BPOV 10 Ds & 20 Ds, serta Stockpiling Bulk nOPV2. Terdapat pula tambahan award untuk konversi *supply* vaksin nOPV2 50 Ds. Departemen ini juga melakukan penawaran harga nOPV2 50 Ds untuk *supply* 2024-2030, dan Vaksin Campak 10 Ds untuk *supply* 2024-2027.

Kimia Farma

Kimia Farma merupakan salah satu pemain terbesar di industri farmasi dan kesehatan di Indonesia. Kimia Farma memproduksi dan memasarkan produk obat generik, obat OTC dan juga obat *etichal*. Selain itu, Kimia Farma juga memproduksi dan memasarkan produk kosmetik dan alat kesehatan.

Di tahun 2023, Kimia Farma tengah fokus melakukan *rebranding* apotek-apotek lama. Di samping *rebranding* apotek lama, Kimia Farma juga tengah gencar mengembangkan gerai apotek dengan konsep anyar, yakni Kimia Farma Health & Beauty. Apotek ini akan lebih banyak ditempatkan di dalam mall. Di daerah-daerah tertentu apotek yang lebih tradisional itu yg dibutuhkan di sana. Tetapi ke depannya melihat *health & beauty* jadi salah satu *design* apotek Kimia Farma.

Di tahun 2023, Kimia Farma meningkatkan pemasaran melalui jalur digital dengan mengoptimalkan aplikasi Kimia Farma. Hal ini juga sejalan dengan kondisi pasca pandemi COVID-19.

In 2023, the Bilateral Export Sales Department supplied Vaccines and Bulk to 23 export destination countries. These supplies were made based on tender participation, fulfillment of private markets in export destination countries, and supplies for research needs. By value, the largest supplies were made to India, South Africa, and Egypt with the main product sales being Bulk Polio type 1 & 3 and bOPV 20 ds Vaccine.

During 2023, the Institution's Export Sales Department recorded a turnover of IDR 1.89 Trillion. This was the result of fulfilling tenders for Measles Vaccine 10 Ds, additional/variation BPOV 10 Ds & 20 Ds, and Stockpiling Bulk nOPV2. There was also an additional award for the conversion of 50 Ds nOPV2 vaccine supply. The department also tendered 50 Ds nOPV2 for the 2024-2030 supply and 10 Ds Measles Vaccine for the 2024-2027 supply.

Kimia Farma is one of the largest players in the pharmaceutical and healthcare industry in Indonesia. Kimia Farma produces and markets generic drugs, OTC drugs as well as ethical drugs. In addition, Kimia Farma also produces and markets cosmetics and medical devices.

In 2023, Kimia Farma is focusing on rebranding its old pharmacies. In addition to rebranding old pharmacies, Kimia Farma is also intensively developing pharmacy outlets with a new concept, namely Kimia Farma Health & Beauty. These pharmacies will be placed more in malls. In certain areas, a more traditional pharmacy is what is needed there. But in the future, we see health & beauty becoming one of Kimia Farma's pharmacy designs.

In 2023, Kimia Farma will increase marketing through digital channels by optimizing the Kimia Farma application. This is also in line with the conditions after the COVID-19 pandemic.



Indofarma

Di tahun 2023, strategi pemasaran yang dilakukan Indofarma terbagi menjadi beberapa sektor pemasaran:

- Segmen obat (OGB/*Branded*) dan *Over the Counter* (OTC) & Herbal: Indofarma memfokuskan pada *shifting strategy and remodelling business* dari *Business to Consumer* (B to C) ke model *Business to Business* (B to B) *Partnership* untuk meningkatkan profit atau kinerja keuangan. Upaya ini mencakup strategi pemulihan kondisi keuangan Indofarma agar menjadi lebih sehat dan dapat memberikan kontribusi yang lebih baik kepada masyarakat dan juga lingkungan.
- Segmen *Diagnostic & Medical Equipment/ Alat Kesehatan*: Indofarma berfokus pada kerja sama *partnership* dan OEM dengan *principal* produk alat kesehatan dalam menambah muatan produk, Pengembangan pasar produk eksisting dengan meningkatkan jumlah outlet transaksi dan menambah jumlah distributor untuk meningkatkan *coverage* produk dan perluasan cakupan distribusi.
- Ekspor: Di tahun 2023, strategi pemasaran yang dilakukan Indofarma dalam pengembangan bisnis ekspor di antaranya dengan berpartisipasi dalam *event* internasional guna menjangkau *market export* yang lebih luas, serta selalu melakukan *maintenance relation* dengan *existing customer*.

Dalam rangka menunjang strategi pemasaran tersebut, Indofarma melakukan *shifting strategy* dengan *reshape* organisasi Direktorat *Sales & Marketing* menjadi *Pharma & Branded Generic, Key Account Tender, Product Development, Toll Manufacture, B to B & Export*, dan *Key Account Natural Extract*.

PANGSA PASAR

Mengutip data yang dirilis Indonesia Total Market Audit (ITMA), pangsa pasar *Holding BUMN Farmasi* pada posisi Triwulan III 2023 secara keseluruhan mencapai 5,8% terhadap total penjualan produk farmasi nasional. Bio Farma sebagai entitas induk berada pada posisi ke-5, Kimia Farma pada posisi ke-9, sedangkan Phapros dan Indofarma masing-masing berada pada posisi ke-49 dan 76 atas total penjualan produk farmasi nasional hingga Triwulan III 2023.

In 2023, Indofarma's marketing strategy is divided into several marketing sectors:

- Drug (OGB/*Branded*) and *Over the Counter* (OTC) & Herbal segments: Indofarma focuses on shifting strategy and remodeling business from *Business to Consumer* (B to C) to *Business to Business* (B to B) *Partnership* model to improve profit or financial performance. This effort includes a strategy to restore Indofarma's financial condition so that it becomes healthier and can make a better contribution to society and the environment.
- *Diagnostic & Medical Equipment* segment: Indofarma focuses on *partnership* and OEM cooperation with *principals* of medical equipment products to increase product load and market development of existing products by increasing the number of transaction outlets and increasing the number of distributors to increase product coverage and expand distribution coverage.
- Export: In 2023, Indofarma's marketing strategy in developing export business includes participating in international events to reach a wider export market, as well as maintaining relationships with existing customers.

In order to support the marketing strategy, Indofarma shifted strategy by reshaping the *Sales & Marketing Directorate* organization into *Pharma & Branded Generic, Key Account Tender, Product Development, Toll Manufacture, B to B & Export*, and *Key Account Natural Extract*.

MARKET SHARE

Citing data released by Indonesia Total Market Audit (ITMA), the market share of the State-owned *Pharmaceutical Holding* in the third quarter of 2023 as a whole reached 5.8% of total national pharmaceutical product sales. Bio Farma as the parent entity is in the 5th position, Kimia Farma in the 9th position, while Phapros and Indofarma are in the 49th and 76th positions respectively in the total sales of national pharmaceutical products until the third quarter of 2023.