ABSTRACT

This study aims to analyze the appropriate market entry and go-to-market strategies for Segen Paint's expansion into the Netherlands paint and coatings market. The research employed a mixed-method approach by combining secondary data from academic literature, industry reports, regulatory documents, and company information with primary data collected through a structured questionnaire involving 53 professionals from the Dutch construction and coatings industry. The analysis utilized internal and external assessments, including PESTEL, Porter's Five Forces, TAM–SAM–SOM, STP, Value Proposition Canvas, and Marketing Mix frameworks. The findings indicate that the Netherlands provides market opportunities, particularly in industrial, protective, and floor coating segments, although the market is highly competitive and subject to strict environmental and quality regulations. Survey results show that product quality, durability and performance, delivery reliability, competitive pricing, and technical support are key factors influencing supplier selection. The study concludes that direct exporting through local distributors and export agents is the most suitable entry strategy because it enables Segen Paint to access the Dutch market while reducing investment and operational risks and utilizing local market knowledge and distribution networks. To support sustainable market entry, Segen Paint should prioritize European regulatory compliance, strengthen sustainability positioning, focus on high-performance and cost-effective coating solutions, and develop distributor partnerships, trade exhibitions, and digital marketing activities.

Keywords: Market Entry Strategy; Go-to-Market Strategy; Segen Paint; Netherlands; Paint and Coatings; B2B Marketing; Direct Exporting.