

ABSTRACT

This final report is written in cooperation with Drainblock, a Dutch company with expertise in providing solutions to water management issues. This report presents a well-developed marketing communication plan for the company in order to successfully embark its business in the Indonesian market. In developing the plan, the focus was to create some effective approaches to the government client, which is the PWHO in urban areas in Indonesia. This plan will be beneficial for the company in the long run since it includes some important aspects such as the buying decision process of the government clients, the decision making unit (DMU) of the client, the buyer persona or of Drainblock's ideal customers in Indonesia, as well as recommendations on ways Drainblock can optimize its marketing communication strategy to generate new clients in Indonesia. Semi-structured interviews were conducted with 4 informants from the PWHO, and the results were analysed by utilizing deductive coding. From the interview results, five phases of the Buying & Selling Process were developed, in which both Drainblock and the PWHO are engaged in complex activities to create a deal. According to the research results, direct mails, website content optimization, face-to-face meetings and sales presentations are the most effective marketing communication strategies. However, some factors that usually affect the success rate are the product's price, quality, value advantages, as well as the company's previous successful project implementation in Indonesia.

Keywords: marketing communication, B2B marketing, buying decision process