

## ABSTRACT

*As a global brand, XYZ Hospital has succeeded in developing its reputation all around the world, famous for its quality. In order to sustain the brand, the company believes in the values of building company with a soul, and not to loose its values and philosophy along the way of growing in the global market.*

*In 1998, XYZ Hospital opened its operation on a joint-venture basis with a local company. In the third year, XYZ Hospital has fully become a private company, with two other branches in Indonesia XYZ Hospital tries to give international quality service with affordable price. XYZ Hospital wants to continue improving itself to reach a prominent position in the local market, among its many competitors, local and global brands.*

*This project is based on XYZ Hospital's mission - Develop XYZ Hospital as public health care and become hospital preference for Bintaro community and surroundings by giving optimal service with international standards. To achieve this mission, several surveys were conducted to achieve several findings to support this project : XYZ Hospital Internal Survey, XYZ Hospital External Survey, and Competitor Survey. The result led to a series of marketing analysis and concluded in a Marketing Program that can be applicable to the company during the period of 2004 – 2006. The marketing program will be started with a study to learn the customer profile, in order to gain the adequate knowledge to design a proper marketing program well targeted to its customers.*

***Keywords : Marketing Program, Market Research, Hospital***

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