

## ABSTRACT

**Purpose** – Reviews the product development strategies and channel strategies in order to align the strategies to local market from cutting-edge research and case studies.

**Methodology** – This research is the kind of case study that described the company case, which is Lexmark International, Ltd., by study literature, interview and discussion. Documents were collected from the Lexmark's resource center, individual file record, libraries of various universities, company reports and used qualitative analysis.

**Findings** – Lexmark always strive to provide industry-leading environmental practices that not only relate to their products, it also focuses on the way Lexmark designed their products and the way they distributed their products. Indeed, it seems to have spawned whole new areas of management study, and there is some new evidence that it may have invented the new idea of channel conflict. In a compelling study of giant photocopier, Lexmark open the lid on how align the product and channel strategies, adapted to local market with different culture and environment.

**Managerial Implication** – First, to active The Toner Return Program Cartridge based on Indonesia consumer behavior. Cultural adaptation is absolutely necessary to make marketing decisions. Second, traditional channel system will cause a conflict if the company doesn't give standard of selling regulation to all dealers.

**Keywords:** *Lexmark, Printer, Channel Conflict, Channel Behavior, Product Strategy, Global Marketing, Consumer Behavior.*