



Cover Title	i
Ratification Official of Note.....	iii
Statement work originality	iv
Preface	v
Abstract.....	vi
1 Introduction	1
1.1 Company Information	1
1.2 Problem Description	1
1.3 Research Objectives.....	2
1.4 Central Research Question and Sub-Questions.....	2
1.5 Limitations	3
2 Theoretical Framework.....	4
2.1 SWOT Analysis	4
2.2 PESTLE Analysis	4
2.3 4Ps Marketing Mix	5
2.4 Inbound Marketing Strategy	5
2.4.1 Attracting Strategies.....	6
2.4.2 Engaging Strategies.....	6
2.4.3 Delighting Strategies.....	7
3 About Assai Software Services B.V.	7
3.1 Assai Document Management System Product	7
3.2 Assai's Marketing Analysis	9
3.2.1 Segmentation.....	9
3.2.2 Positioning	10
3.2.3 Current Marketing Strategy in Assai Software Services B.V.	11
3.3 Social media Platforms Used by Assai Software Services B.V.....	12
3.4 Assai's Social Media and Website Performance	13
3.4.1 LinkedIn Performance.....	13
3.4.2 YouTube Performance	15
3.4.3 Website Page Performance	16
3.5 Strengths of Assai's Document Control Management System	17
3.6 Weaknesses of Assai's Document Control Management System.....	18
4 Indonesia in General	19
4.1 Political Situation	19
4.2 Economic Situation	20



4.3	Socio-Cultural Situation.....	20
4.4	Technological Situation	22
4.5	Environmental Situation	23
4.6	Legal Situation	23
5	Document Management System Market in Indonesia	24
5.1	Indonesian Awareness of Document Management System Market.....	24
5.2	Current Technology Trend of Document Management System in Indonesia.....	25
5.3	Opportunity in Indonesian IT Industry	27
5.4	Threats in Indonesian Document Management System market.....	28
6	Document Control Management System Competition in Indonesia.....	29
6.1	International Competitor in Indonesia	29
6.1.1	OpenText Documentum.....	29
6.1.2	Alfresco.....	30
6.1.3	Oracle Aconex	31
6.2	Local competitor in Indonesia.....	32
6.2.1	Synxchro Indonesia.....	33
6.2.2	Hashmicro	35
6.2.3	Indonesian Cloud	36
7	Generating the Optimal Market Entry Strategy for Assai.....	37
7.1	Product	37
7.2	Promotion.....	38
7.2.1	Inbound Marketing Strategy	38
7.2.2	Promoting Through Offline and Online Events	41
7.2.3	Using Marketing Agency for Marketing Purposes	42
7.3	Price	43
7.4	Potential Industry in Indonesia	43
7.4.1	Oil & Gas Industry in Indonesia	43
7.4.2	Coal Industry in Indonesia	44
7.4.3	Gold Mining Industry in Indonesia	44
7.4.4	Construction and Engineering Industry in Indonesia.....	45
8	Conclusion	46
9	Recommendation	50
10	Bibliography	54
11	Appendix.....	58