ABSTRACT

Purpose – The purpose of this research is to understand how Honda Indonesia (PT. Honda Prospect Motor) adapts a Global Product with a Global Marketing Strategy into the local context. And to analyze the factors that contributes to the success of the All-New CR-V.

Design/Methodology – This research is in the form of a qualitative research, therefore it uses two research methodologies. The first is a field research and the second is a desk research.

Findings – This research found that Honda Indonesia (PT. Honda Prospect Motor) adapts the global marketing strategy of the All-New CR-V to suit local context using the second strategy of Local Market Strategies and understanding Consumer Behavior as well as its Competitors.

Research Limitation – This research only focuses on understanding and analyzing how Honda Indonesia (PT. Honda Prospect Motor) adapts a Global Product and its Marketing Strategy to suit the Local Market, and the factors that contributes to the success of the All-New CR-V.

Practical Implication – A Company that receives a Global Product to be sold on the Local Market can use the Local Market Strategies to adapt the product to be sold locally.

Originality/Value – To study how to adapt a Global Product into local context by understanding its Consumer Behavior and Competitors, as well as exploring the factors of success in the All-New CR-V.


Paper Type – Case Study.