

ABSTRACT

Laboratory STAS-RG has recently launched the Intellimice Classifier, a groundbreaking innovation in biomedical and pharmaceutical research that offers advanced laboratory mouse classification technology to enhance research efficiency and accuracy. Although the product holds significant potential, STAS-RG faces challenges in identifying the right market for it. This study aims to identify optimal market opportunities by applying STP (Segmenting, Targeting, Positioning) strategies and using qualitative methods, including in-depth interviews and field observations. The research findings indicate that the most effective market segmentation includes healthcare institutions, particularly universities and pharmaceutical companies, focusing on individuals aged 20-50 years, such as students and professionals in related fields. The primary target market consists of pharmaceutical institutions and universities requiring efficient and accurate laboratory mouse classification tools to support their research. The Intellimice Classifier is positioned as an advanced solution with a competitive price, utilizing Sensor Computer Vision technology to meet specific needs in genetic research, such as sex classification, weight, color, and size of mice. This research underscores the importance of a deep understanding of the market to design effective marketing strategies and tailor the product to customer needs. The findings provide valuable strategic insights for STAS-RG to formulate a more targeted and adaptive marketing approach, aiming to maximize product adoption and success in the rapidly evolving market. This approach not only allows STAS-RG to introduce the product effectively but also to meet the specific needs of their target market.

Keywords: *Intellimice Classifier, Market Segmentation, STP Strategy, Computer Vision, Genetic Research*