

Cheers



by Qi Rui & Hilary



Mission

One Stop Service

- Convenience
- Variety
- Value





SWOT Analysis



Strengths

- Locations
- Budget

S

W

Weaknesses

- Digital Marketing
- Selling Propositions



Opportunities

- Market Situation
- Increasing Demand

O

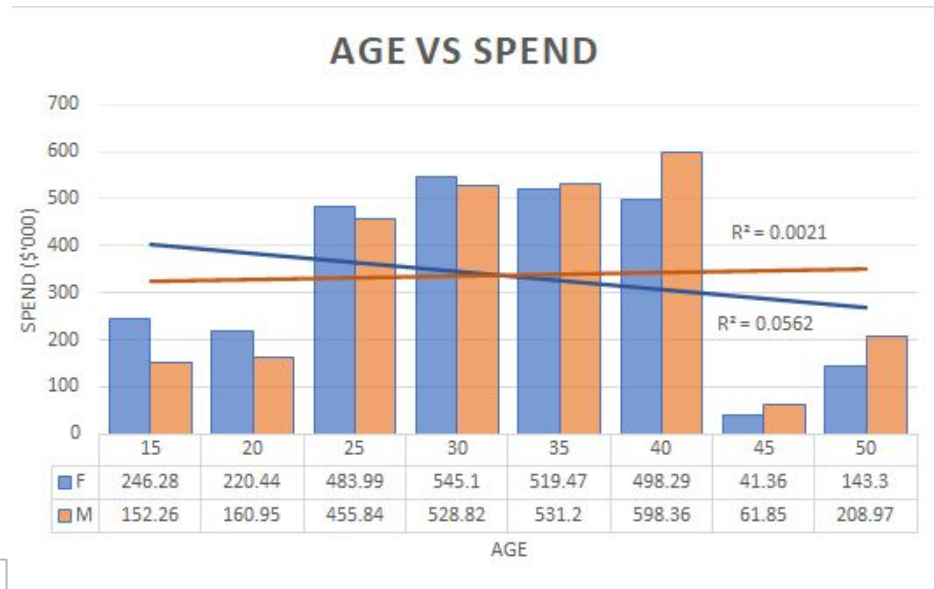
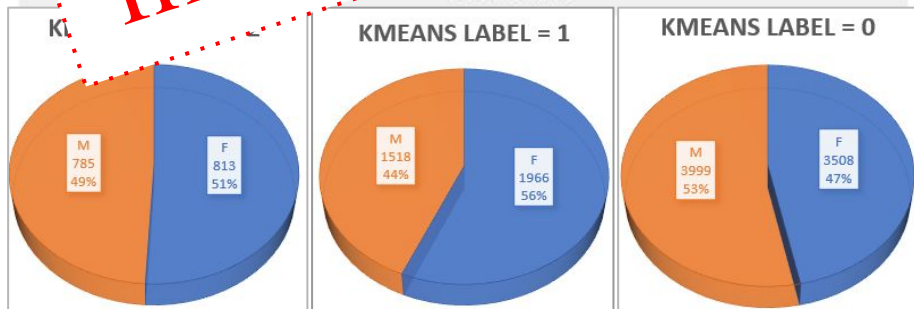
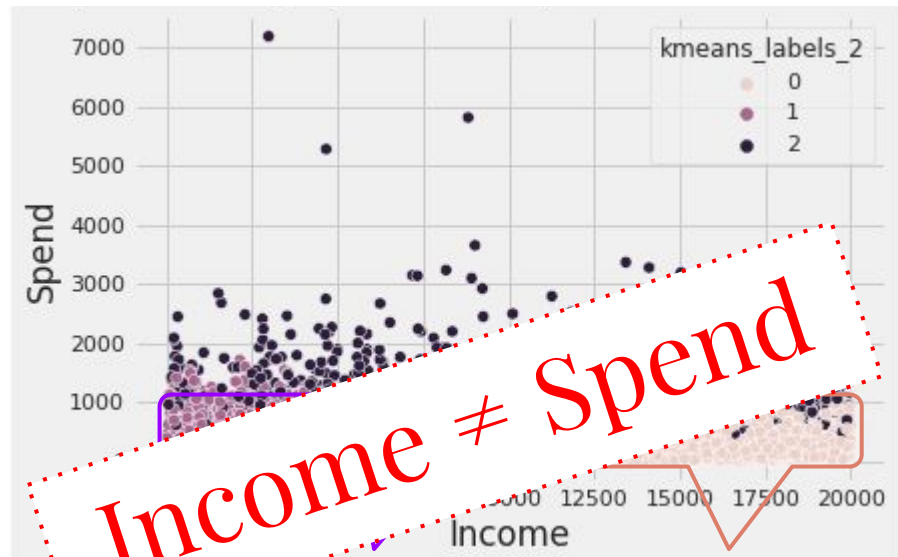
T

Threats

- Competition
- Spending Pattern



Data Analysis

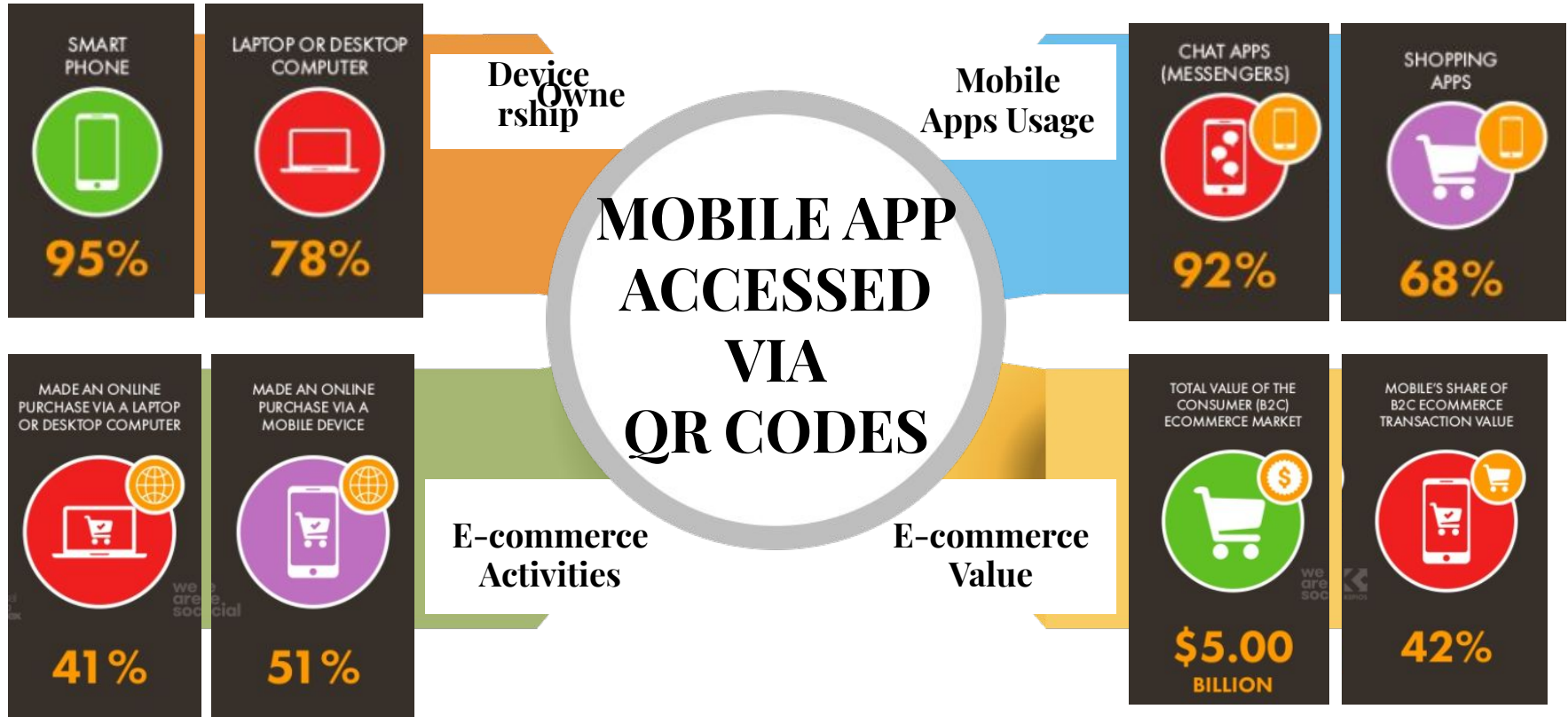


Persona



Name	Age	Occupation	Status	Supplements	Spend
Bethany	25	HR Exec	Engaged	Probiotics, Vitamin E, Folic Acid	\$\$
James	30	Snr IT Spec	Single	Vit D3, Magnesium, Omega-3	\$
Zoey	50	CFO	Married	Calcium, Glucosamine, Vit B-12	\$\$\$\$
Andy	45	Mkt Director	Widowed	Calcium, Vit D, Omega-3	\$\$\$

E-Commerce Website- Yes or No?



Recommendations - Relationship Marketing

BUY HEALTHY

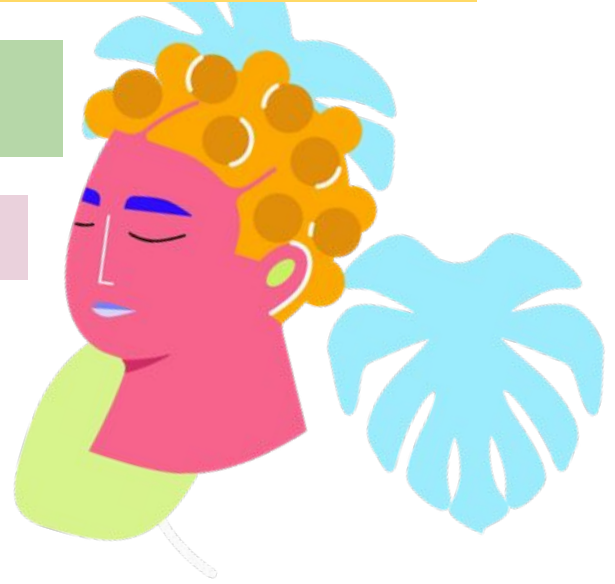
POINTS = MONEY

SCAN QR CODES

EMAIL | SMS

FOLLOW UP

**MOBILE DEVICE
OWNERSHIP**



Recommendations - Undercover Marketing

GOODIE BAGS

ORGANISE A RUN

HEALTHY SNACKS

VIRTUAL SCRATCH-A-CARD

VOUCHER

DISCOUNT CODES



Thank



You

Appendix

References

- <https://wearesocial.com/sg/digital-2020-singapore> - For 2020 analysis
- <https://blush.design/collections/power-moves/scenes-back-to-back/eEDfxdOR1UYAhMn-> Persona Designs- Power Moves by Isabela Humphrey

