

## 5.2 Introduce Affordable Product Variants and Flexible Pricing Policies

Price sensitivity is one major issue for the market in Malaysia. In this perspective, Blackmores may consider introducing a cheaper alternative of the product or smaller pack sizes of the Joint & Mobility supplements to tap into middle-to low-income groups. In order to achieve this, they could:

- Introduce smaller capsule packs at lower price points in order to seed the market without demanding a high upfront from the consumer.
- Bundling with other complementary supplements under subscription or bundle offers is an added way of passing value to customers.
- Discount offers will be promoted in specific times, like festive seasons and health months, and it will not affect or dilute the Brand Value.

Such kind of pricing flexibility could attract value-conscious customers and turn them into premium ones, which would impact the increase of customer lifetime value and share in the market.

## 5.3 Rejuvenate with Plant-Based and Specialized Formulations

An equally fast-rising global trend, both courtesy of ethical consumers and those with health concerns, happens to be that which pertains to plant-based and vegan supplements. Most of Blackmores' Joint & Mobility line currently uses conventional ingredients like glucosamine sulfate and turmeric. Therefore, the company should focus on differentiating and expanding the customer base by taking the following steps:

- Research and develop plant-based joint health supplements with botanical extracts like *Boswellia serrata*, ginger, and hemp-derived compounds.
- Introduce specialty supplements for unique conditions, e.g., osteoarthritis or sports recovery, with added nutrients like collagen or MSM.
- Give clean label and allergen-free certifications to spur the sensitive consumer.