

7.0 Conclusion

Marketing assessments show that the product line of Joint & Mobility of Blackmores will have very good potential in a fast-growing health supplement market in Malaysia. The two major strengths are quality and a recognized brand name; weaknesses are observed in the implementation of digital marketing and pricing strategies. Digital platforms, health product line innovations, and strengthening of health partnerships would serve to increase customers in favor of Blackmores for both acquiring new customers and retaining the old ones as well. This will further help Blackmores to raise sales and long-time customer value within such an intense industry.