

## Executive Summary

One of the most renowned health and wellness organizations in Australia is undoubtedly Blackmores. Being into vitamins, nutritionals, and, herbs, it enjoys a very good strong presence in Malaysia. Blackmores has built a reputation for trust, quality, innovation, and responsibility in business practices. There is one major segment in the portfolio of Blackmores, which is Joint & Mobility product line, specially designed for flexibility and joint health support.

Strengths appeared to be very high after performing a detailed SWOT analysis. They include things like high product quality, good brand image and the highly effective distribution network. Weaknesses, on the other hand, largely revolve around digital engagement rates being lower and product pricing on the higher end relative to competitors. All other opportunities that may be captured from increasing health awareness and digital marketing trends taking place in Malaysia are open for any organization. On the flip side, the major threats include extreme completion and regulatory changes.

This report recommends improving digital marketing, making the product available through partners, and introducing competitive pricing strategies. These efforts will be buttressed by the formulation of detailed marketing strategies (4Ps) and digitalization initiatives aiming to increase customer lifetime value in the Malaysian market for health supplements.