

The innovated product range would result in added value to competitive advantage, opening niche markets to boost brand relevance, and future-proofing against changing consumer preferences.

5.4 Extending Associations with Healthcare Practitioners and Corporate Wellness Programs

This is a big part in health advice: the advice of the doctor or physiotherapist strongly motivates a consumer to purchase. Blackmores will need to strengthen its partnerships by:

- Partnerships with private clinics, hospitals, and health institutions to popularize products under the Joint & Mobility brand and incorporate them into joint health management plans.
- Run musculoskeletal health-based initiatives, specifically wellness or corporate health, which Blackmores will sponsor at a zero product sampling cost or with a free health education session.
- Training for pharmacists and healthcare staff on product utility.

This, in turn, builds credibility, drives trial, and acts as the first building block to long-term trust to increase repeat purchase behavior and, eventually, loyalty.

5.5 E-commerce and Digital Health Platforms

Because Malaysia is one of the developing markets where e-commerce has rapidly grown, Blackmores should make good use of it. They can do this by just:

- Optimizing stores on online marketplaces like Lazada and Shopee with special promotions for online purchases.
- Launching a customer-centric direct-to-consumer website that includes subscription services and loyalty programs.