

## Introduction

Incorporated in 1938, Blackmores has a history of more than 80 years steeped in producing vitamins and supplements from natural ingredients with scientific research. It is more Australian in location than other things. Blackmores went into operation in Malaysia in the early 2000s, reaching a broad band of health products including vitamins, minerals, herbal supplements, and specialty formulations (Blackmores, 2023).

The mission of the company is to deliver premium health products that help make better lives. Its vision is to be the most trusted global natural health brand with innovation, education, and sustainability right at the leading edge. Recent accomplishments include entries into the e-commerce space and partnership with healthcare professionals on delivering improved product access for customers in Malaysia. (Blackmores.Ltd, 2014)

Blackmores invests in R&D toward the customization of products in every country where it operates, so that it meets the need of consumers as per international standards (Blackmore, 2020).