

helped in the reinforcement of their presence in the market by giving better service to the customers and more visibility of the brand itself (Blackmore, 2024).

WEAKNESS

4.2.1 Limited Involvement in Digital Marketing

Even though Blackmores has a very strong presence with consumers offline, in the online world its engagement is relatively low in contrast to competitors such as Appeton and Bio-Life. Today's digital era is marked with a deficit in social media activity, influencer collaborations, and mobile marketing campaigns restricts its ability to capture younger consumers and build community engagement online.

High Pricing compared to Competitors

Blackmores' premium pricing strategy, though reflects quality, is actually a problem in Malaysia. The market is very sluggish towards price-sensitive consumers who can find their required alternatives at much cheaper prices. The market share will always get tilted toward other reasonably cheaper branded products and would naturally favor either one of the possible consumers with a result that communicates the price.

4.2.3 Product Line Focus Limited to Traditional Joint Supplements

Although Blackmores Joint & Mobility features quality ingredients, the company lacks innovation and diversification in plant-based or vegan joint supplements, a segment growing fast on a worldwide scale. These under-invested opportunities in diversification reduce the interest of niche customer segments that are looking for specialized products.

4.3 Opportunities