

5.SWOT Analysis

It's very vital that a SWOT analysis be conducted to scan all the internal and external issues affecting business operations at Blackmores Multivitamins & Supplements in Malaysia. It will give an insight into the point where the product line is at in the market and what can be done to improve it.

Strength

Brand Reputation and Trust

Blackmores, for instance, has over the past 80 years ensured that it has established a strong brand reputation, pioneering high-quality, natural health products. Its name is again synonymous with quality and trusted by consumers in Malaysia for its strict quality controls and scientific research of formulations. It was identified , that brand trust has a significant influence on the consumer buying behavior of health supplements in which product safety is of major concern. Hence through consumer loyalty and premium pricing, it helps Blackmore to sustain the trust factor (Blackmores, 2023) (International, 2022).

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4.1.2 A Range of Comprehensive Products with Scientific Backing

Some of the ingredients in the Joint & Mobility line of products are glucosamine sulphate, turmeric extract, and omega-3 fatty acids, which clinical studies prove as really very beneficial for joint health . Through the investment in R&D, the company can always be ahead in the market by means of relaunching new formulations according to consumers' needs in an aging population such as in Malaysia (Blackmore, 2023). It will raise the rate at which customers make repeat purchases by the level of satisfaction with the product's efficacy.

4.1.3 Expansive Distribution Network

Blackmores products are sold across a large network of pharmacies, supermarkets, health stores, and online stores in Malaysia. Such wide availability enhances the market penetration and customer convenience. The strategic partnerships with the small retailers and health care providers