

MARKETING AND THE CONSUMER EXPERIENCE
MKT10009



HAPPY SQUAD TEAM

NGUYEN CAO HOANG VAN
VO TIEN PHAT
MUON DUC NGHIA
TRAN THANH THAO

INDUSTRY



HEALTH SUPPLEMENT

CATEGORY

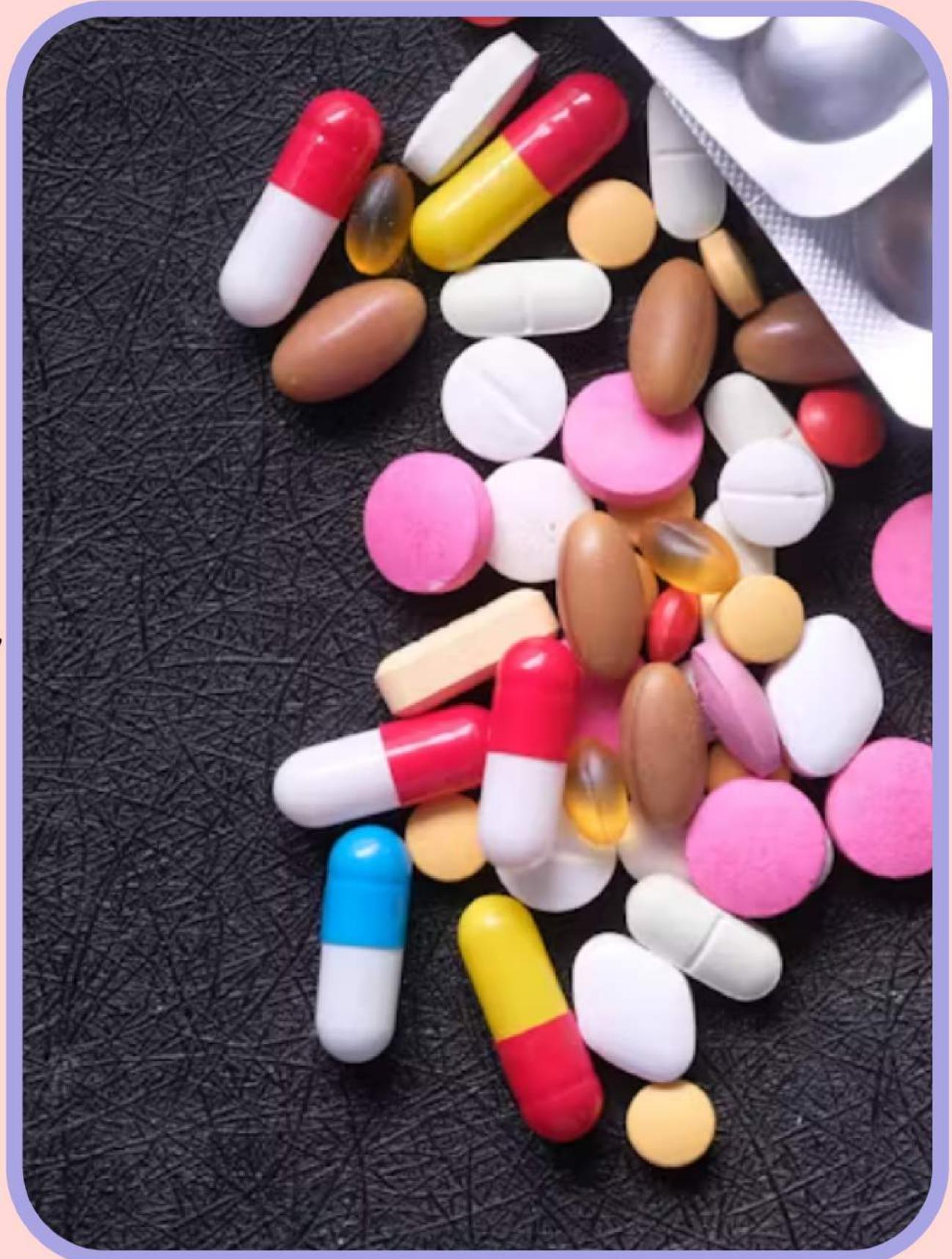


VITAMINS
VITAMINS
VITAMINS
VITAMINS

HEALTH
SUPPLEMENT
VITAMINS
VITAMINS
VITAMINS
VITAMINS

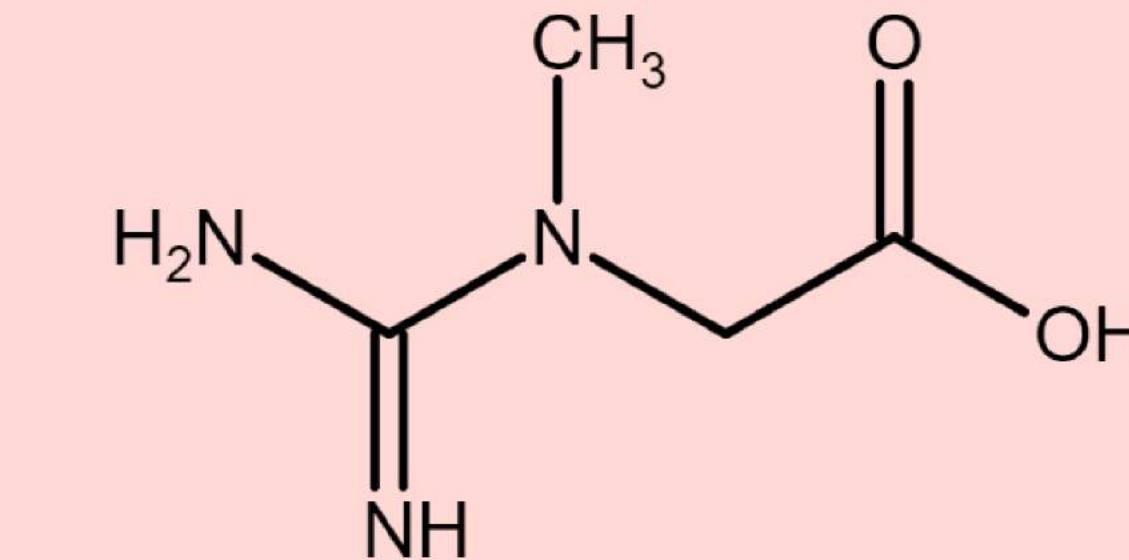
INDUSTRY
CATEGORY

- Vitamin A,B,C,D
- Calcium (Ca)
- Potassium (K)
- Magnesium (Mg)
- Iron (Fe)
- Zinc (Zn)



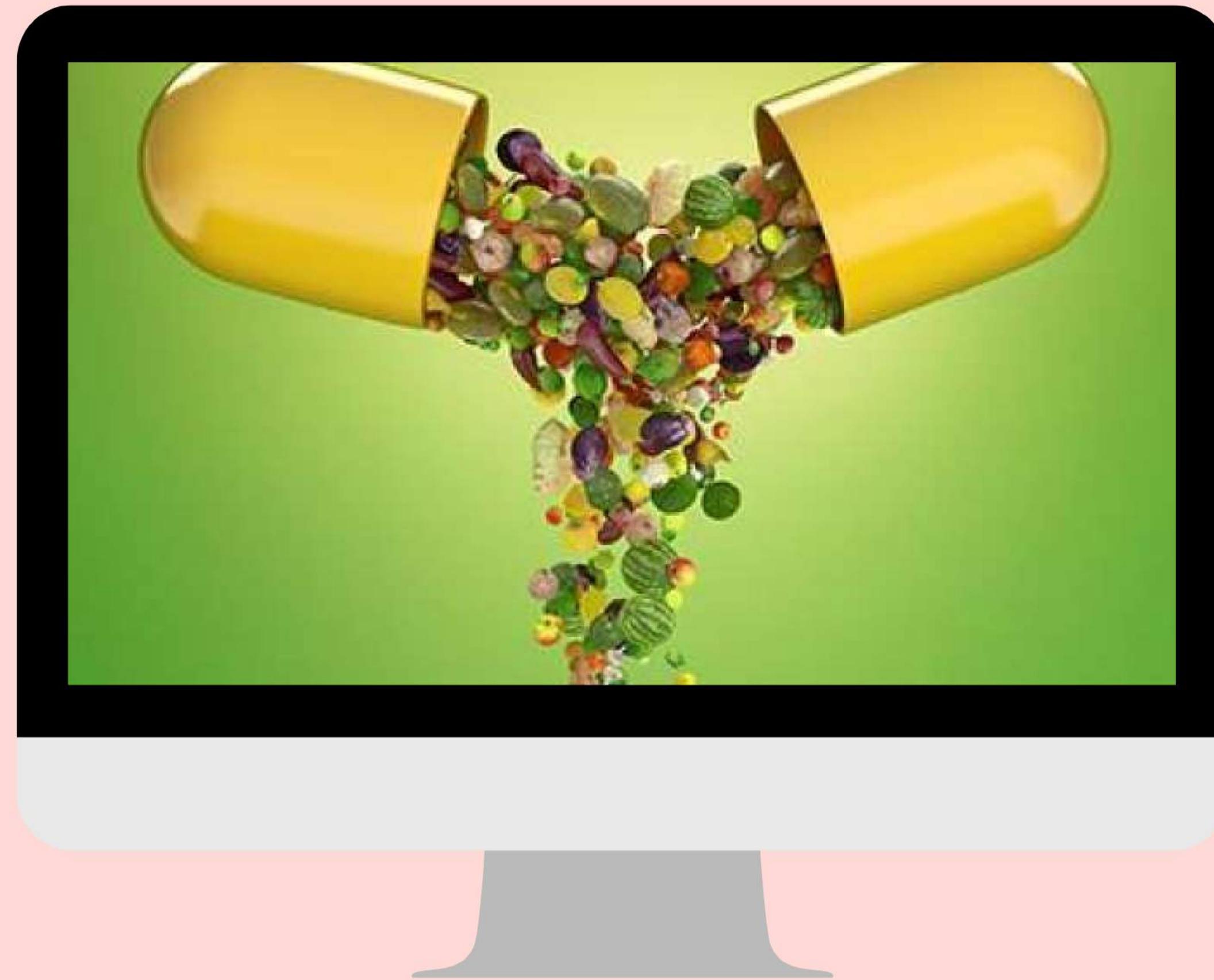
HEALTH
SUPPLEMENT
VITAMINS
VITAMINS
VITAMINS
VITAMINS

INDUSTRY
CATEGORY



Creatine (4-5 gram / day)

HEALTH
SUPPLEMENT
VITAMINS
VITAMINS
VITAMINS
VITAMINS



firstly



POSITIONING MAP
POINTS-OF-DIFFERENCE
A GAP IN THE MARKET

secondly



OUR NEW PRODUCT
PERSONA
POSITIONING STATEMENT
MARKETING MIX

POSITIONING MAP

FAST ABSORBTION



BLACKMORES®

LESS CONVENIENT

MORE CONVENIENT



NUTRILITE™

Healthy Care
Australia

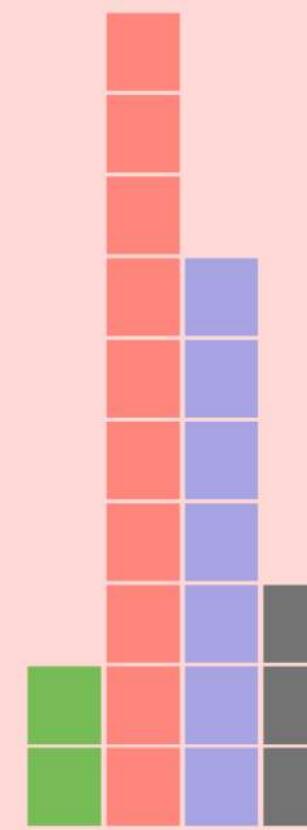
MILD ABSORBTION



Vietnam
market



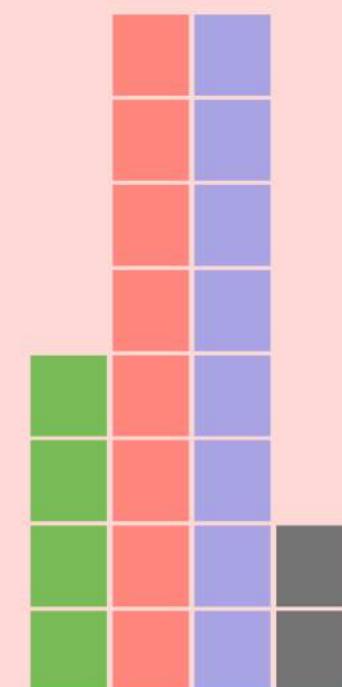
POINTS-OF-DIFFERENCE



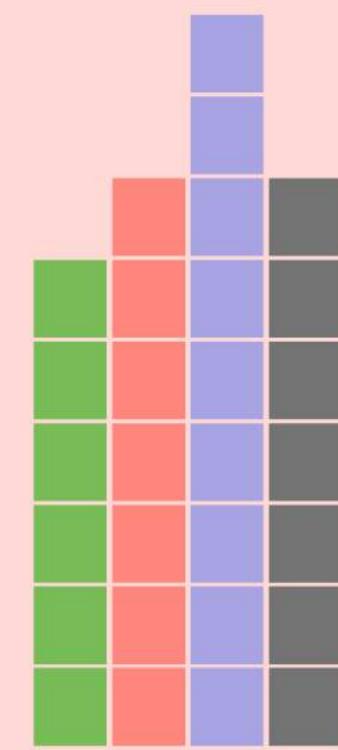
OstroVit®
TECHNOLOGY OF NUTRITION



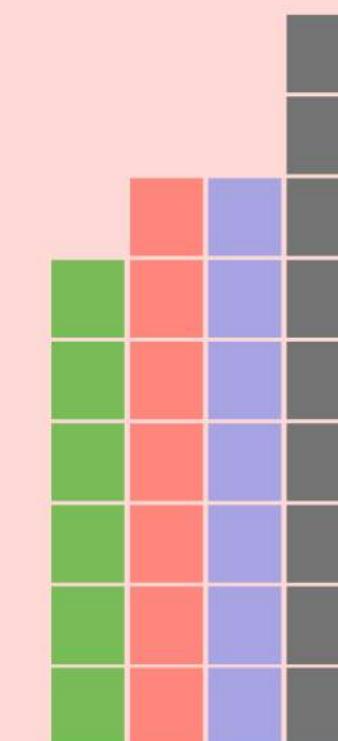
Vietnam
market



BLACKMORES®



NUTRILITE™



Healthy Care
Australia



A CLEAR GAP IN THE MARKET

(WHAT IS THE MISSING SERVICE WE NEED TO SERVE THE CUSTOMERS' DEMAND)



MARKETER



CUSTOMERS

Vietnam
market

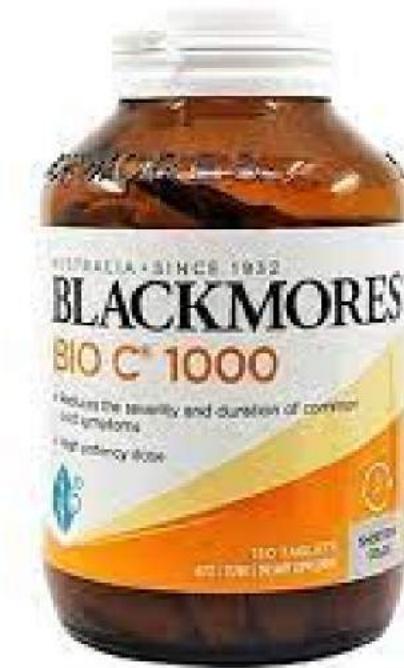
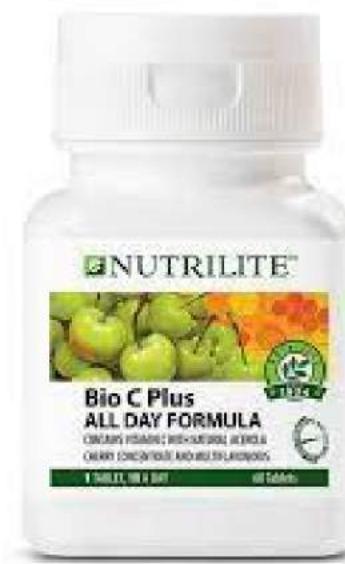


Something is the same...

SINGLE VITAMIN



VITAMIN C PRODUCTS



CAPSULE

PILL



Vietnam
market



DISADVANTAGES

INCONVENIENT

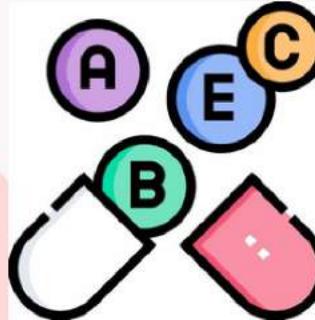


TO CARRY

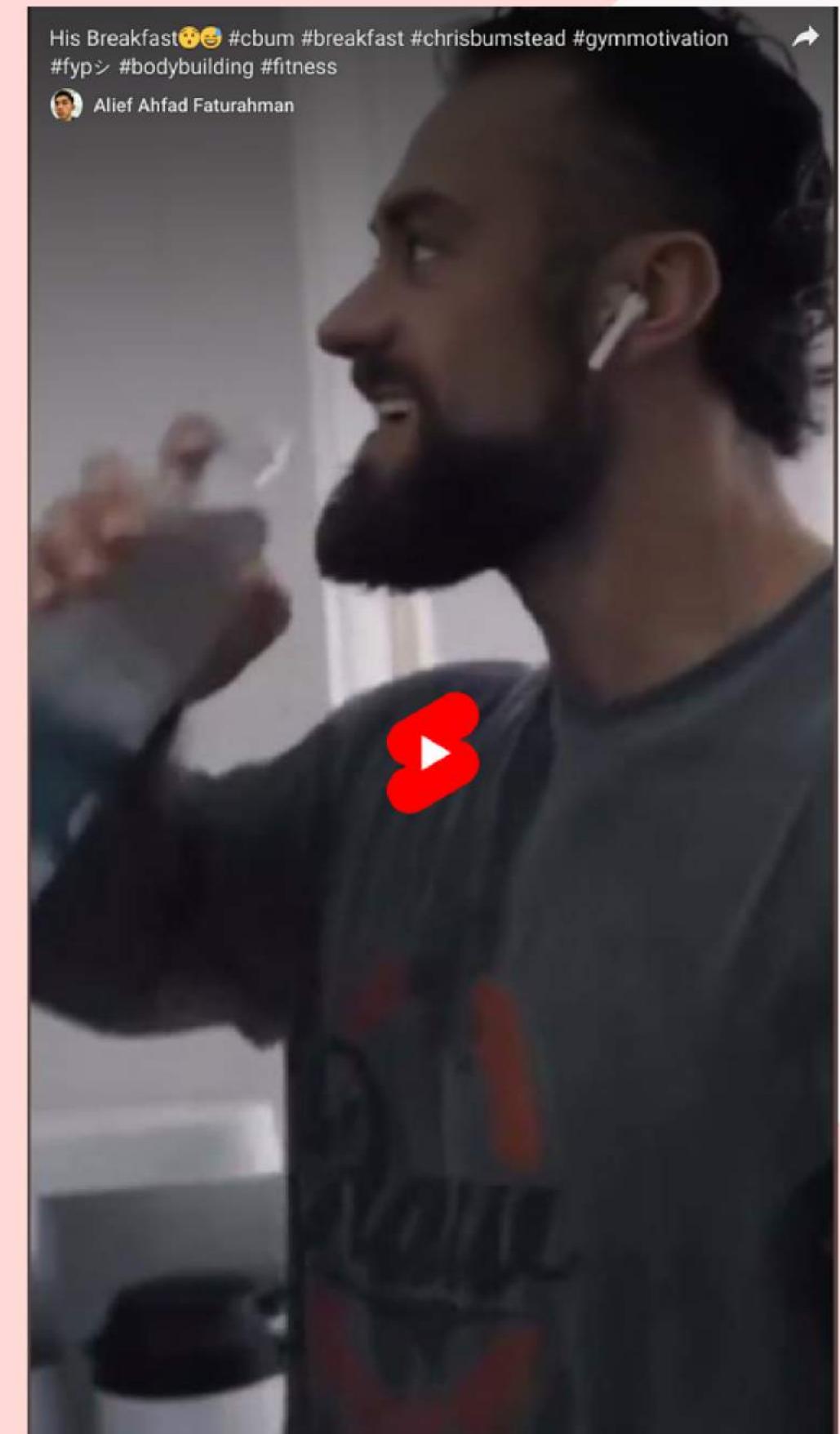
TO USE



DIFFICULT TO FIND AN EXACT DOSAGE.



Vietnam
market



SHOW US HOW SLOW AND INCONVENIENT IT TAKES TO USE A SINGLE
VITAMIN PER SERVING.



CUSTOMIZE YOUR OWN VITAMIN CAPSULES

VITAMIN C

VITAMIN K



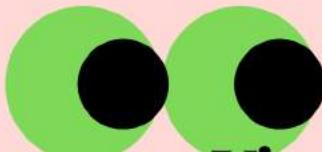
VITAMIN D

VITAMIN E

exact dosage

convenient to carry

easy to use



Vietnam
market



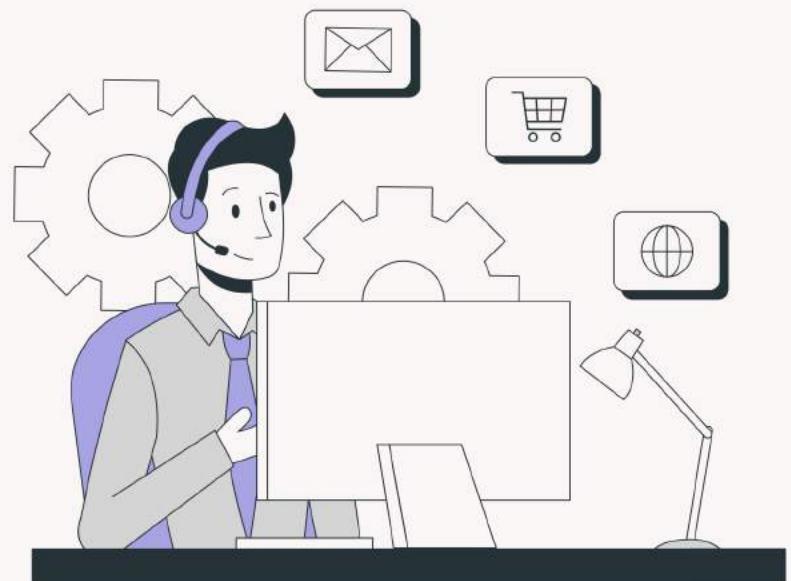
MULTIMIN

custom vitamins

new
product



FULL CUSTOMIZATION



YOU VERSION

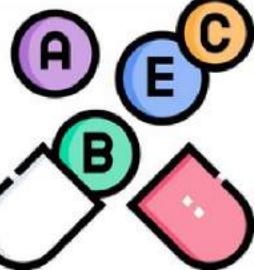
ONE-ON-ONE
CONSULTATION

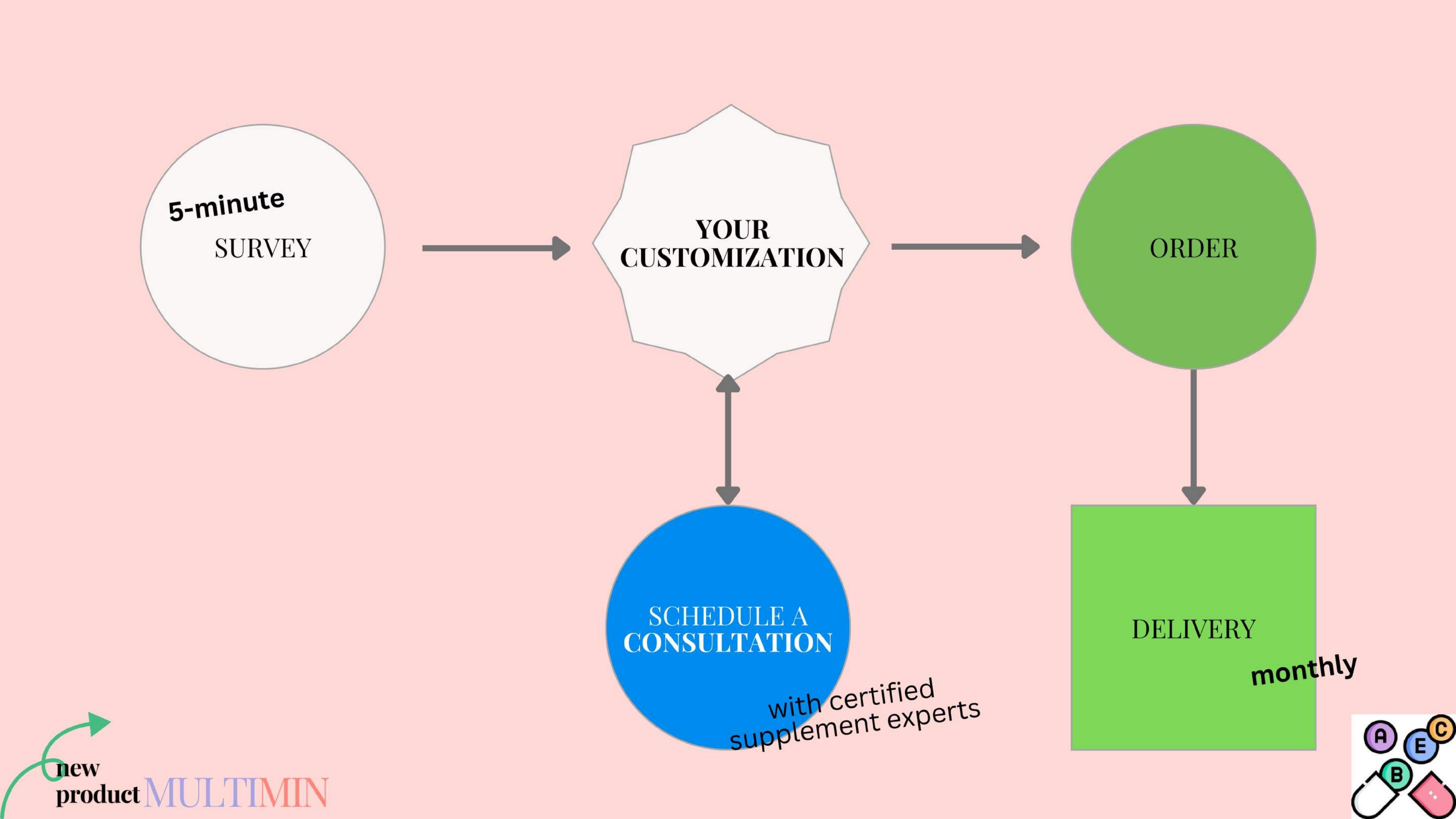


MONTHLY
DELIVERY



new
product MULTIMIN





SURVEY

example questions

WE FIRST ASK FOR YOUR INFO.

NAME

AGE

GENDER

EMAIL

new
product

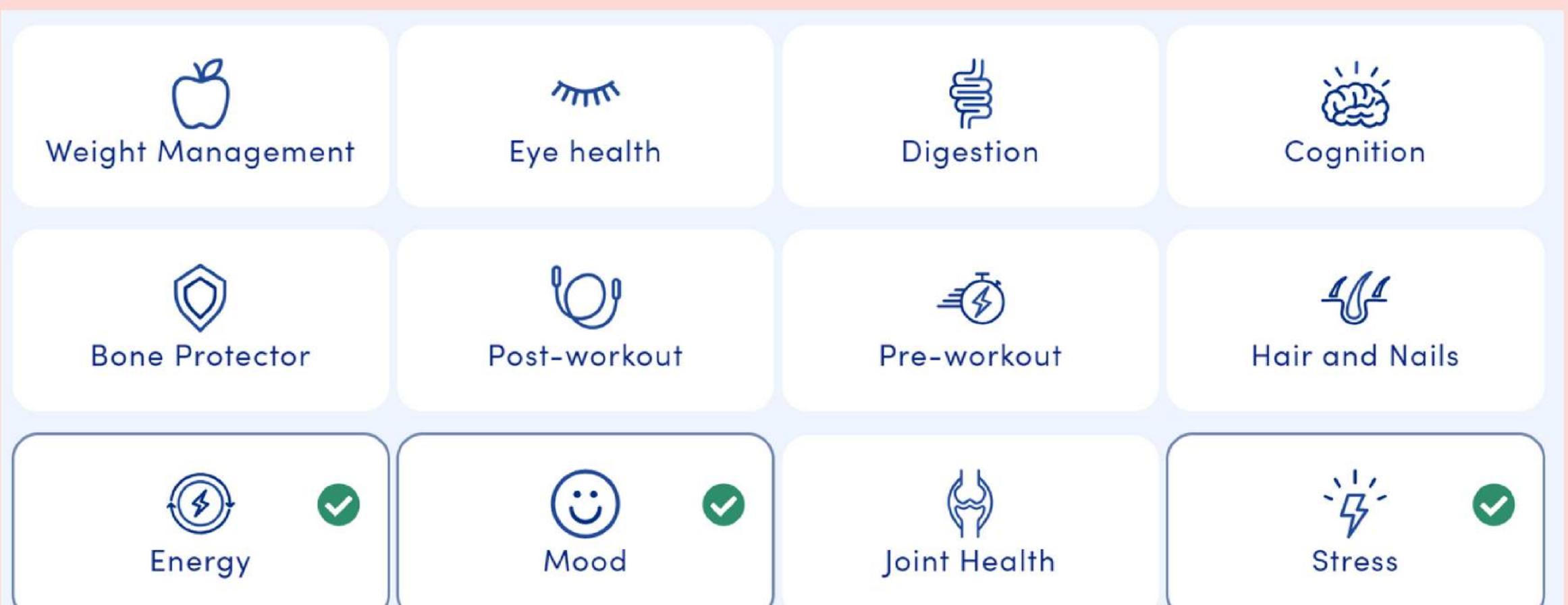
MULTIMIN



SURVEY

example questions

LIST OF GOALS/CONCERNS



new
product **MULTIMIN**



SURVEY

example questions

How often do you eat fruits or veggies?

- Almost never
- Once or twice a day
- Three or more times a day

How often do you eat salmon, tuna, sardines and other fatty fish?

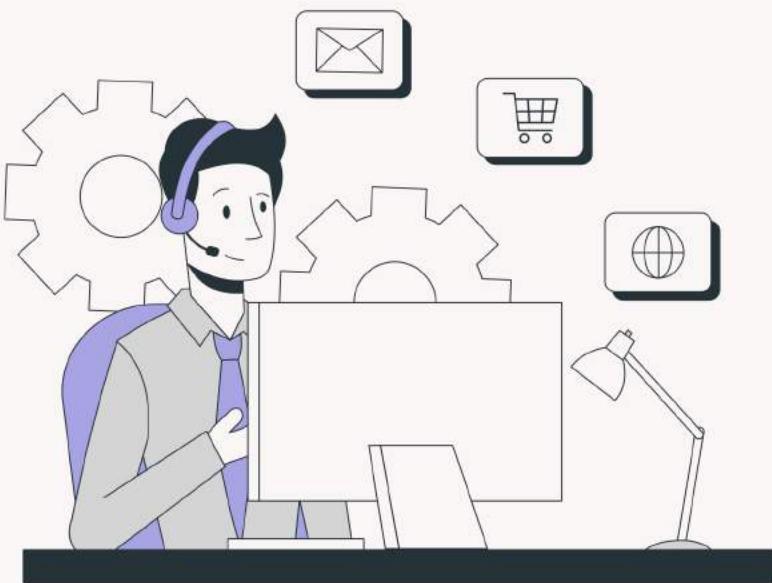
Fatty fish are rich in omega-3s and other vital nutrients. Most of us don't get enough!

- Almost never
- Once a week
- Two or more times per week

new
product **MULTIMIN**



FULL CUSTOMIZATION



YOU VERSION

Energy ⊗

L-Carnitine Tartrate *

- 270 mg + ⊗
1-5000 mg

Rhodiola Rosea (3% Rosavins)

- 250 mg + ⊗
5-680 mg

Vitamin D3 (as Cholecalciferol)

- 25 mcg + ⊗
2-250 mcg

Add a supplement

1

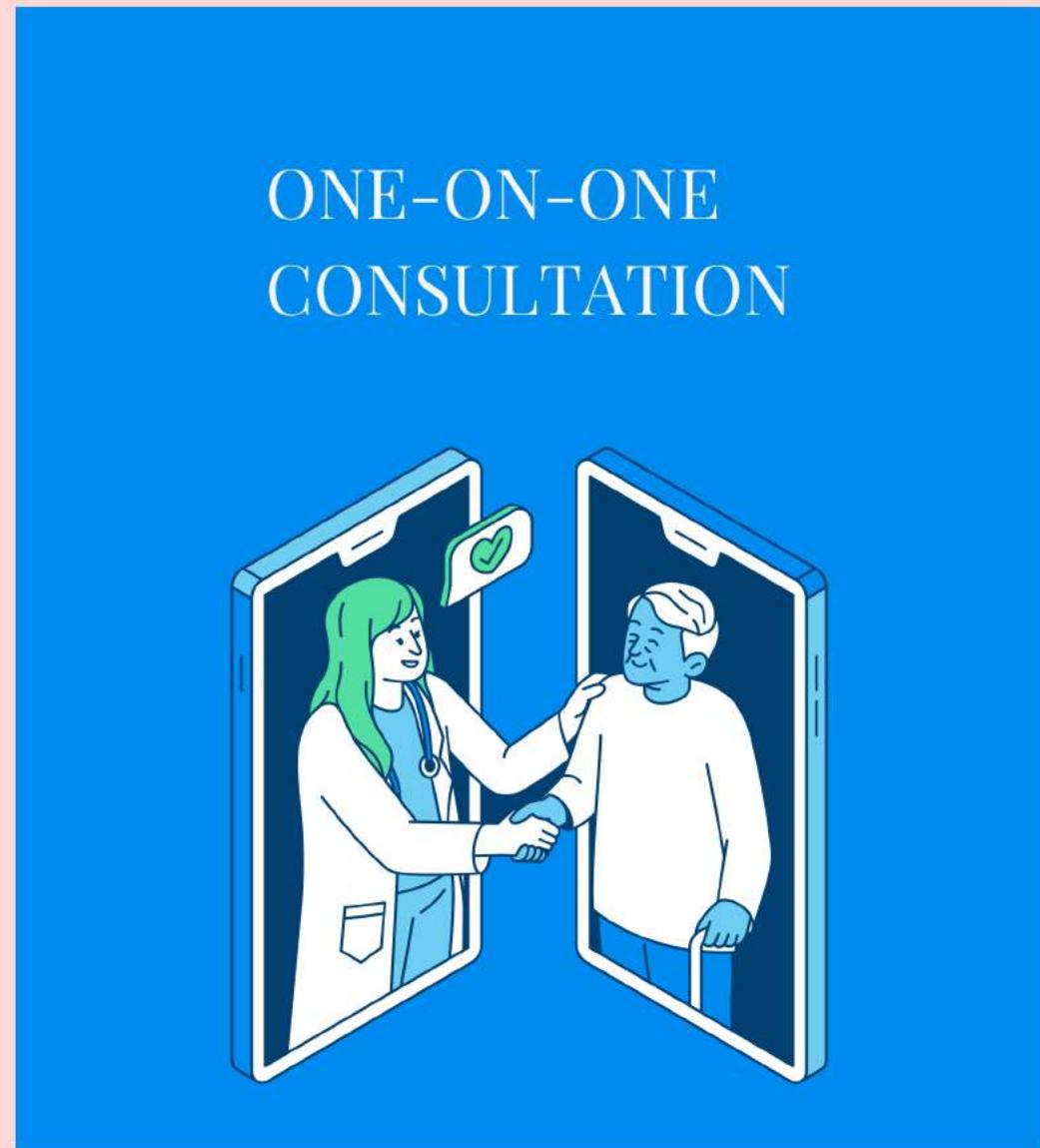
Daily Veggie Capsule

*approximate dosing, please refer to your supplement facts table for correct dosing

total: 520mg

new
product MULTIMIN

with certified
supplement experts



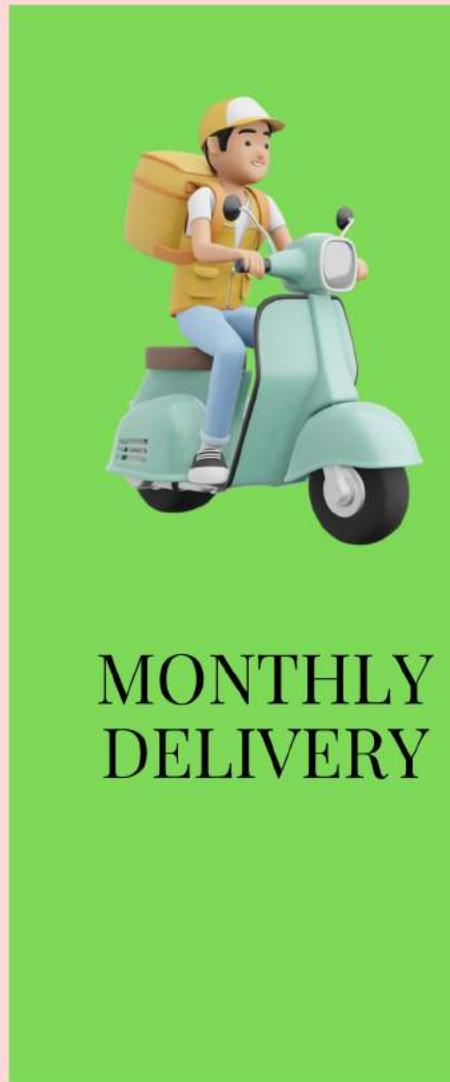
online and offline

new
product **MULTIMIN**





**new
product** MULTIMIN



2

Daily Veggie Capsules

*approximate dosing, please refer to your supplement facts table for correct dosing

Capsule

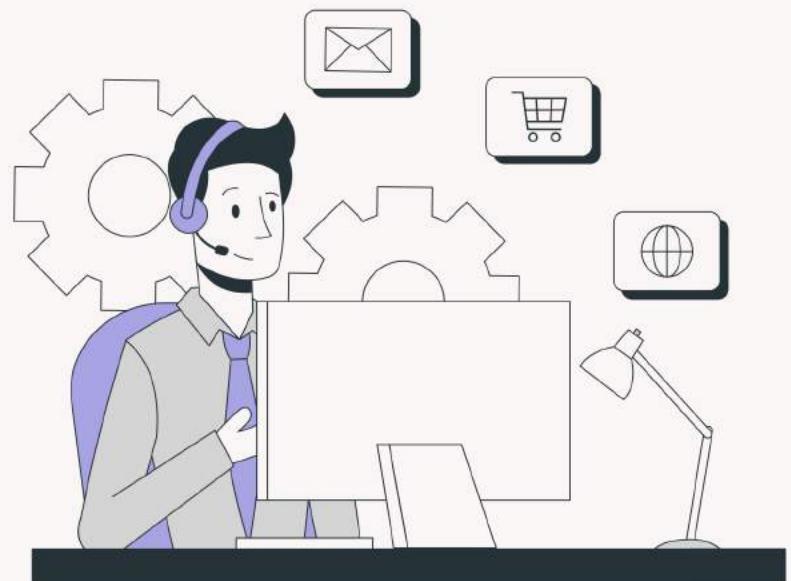
Powder



*capsule size: 600mg



FULL CUSTOMIZATION



YOU VERSION

ONE-ON-ONE
CONSULTATION



MONTHLY
DELIVERY



new
product **MULTIMIN**



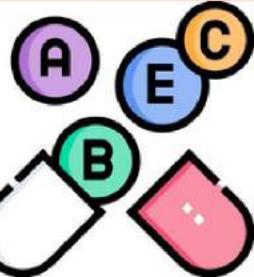


PERSONA

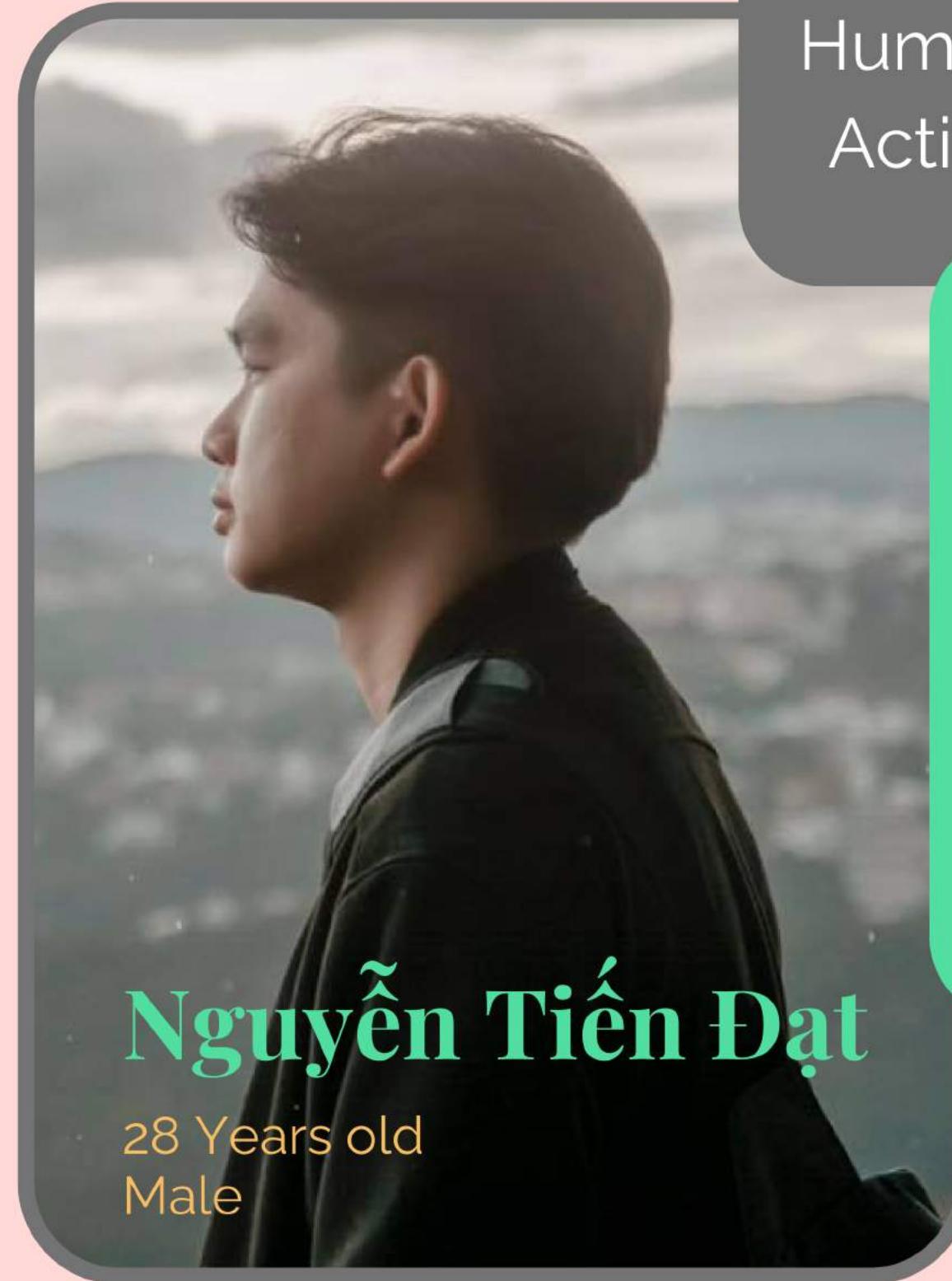
*who would go for our
custom vitamins*

new
product

MULTIMIN



PERSONA



Nguyễn Tiến Đạt

28 Years old
Male

Humble
Active

Hiking
Fishing

Graduated at FPT
Greenwich VN

KonTum, Gia Lai,
VietNam

Accounting Office
Manager at DKSH

Income: 20.000.000
VND/month

demographic

psychologic, behavioral

Don't have enough time
Health problem potential
**Imbalance between
work & life**
Bad mood



PERSONA



Nguyễn Tiến Đạt

28 Years old
Male

MOTIVATION

Health problem prevention

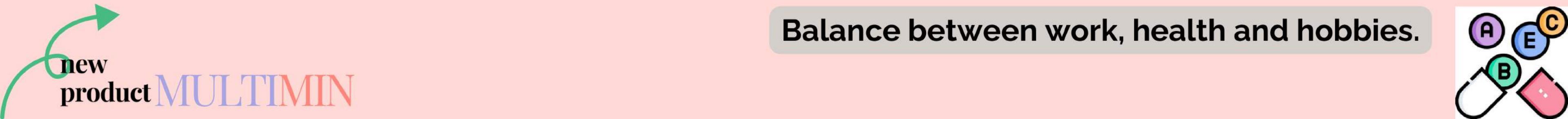
FRUSTRATIONS WITH THE
PRODUCTS CURRENTLY ON OFFER

**Too many types of supplements lead
to confusion and time consuming.**

Lack of comprehensive guidances

GOALS

Balance between work, health and hobbies.



new
product MULTIMIN

PERSONA



Nguyễn Tiến Đạt

28 Years old
Male

MOTIVATION

Health problem prevention

FRUSTRATIONS WITH THE
PRODUCTS CURRENTLY ON OFFER

**Too many types of supplements lead
to confusion and time consuming.**

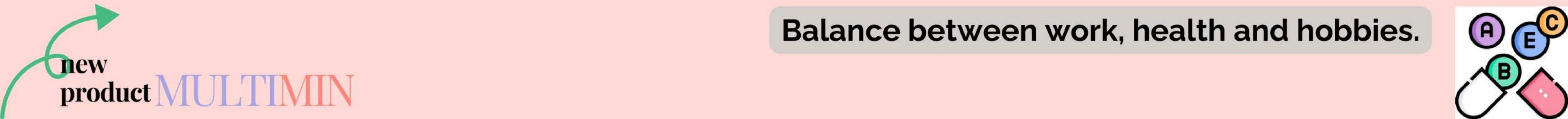
Lack of comprehensive guidances

CRITERIA FOR CHOICE
AMONGST COMPETING BRANDS

**Times-Saving
Convenience
Comprehensive Advisions**

GOALS

Balance between work, health and hobbies.



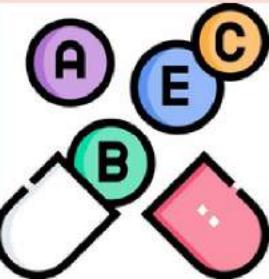
new
product MULTIMIN



POSITIONING STATEMENT

Your Vitamins
Your Choice

new
product MULTIMIN





TARGET AUDIENCE



No Exception



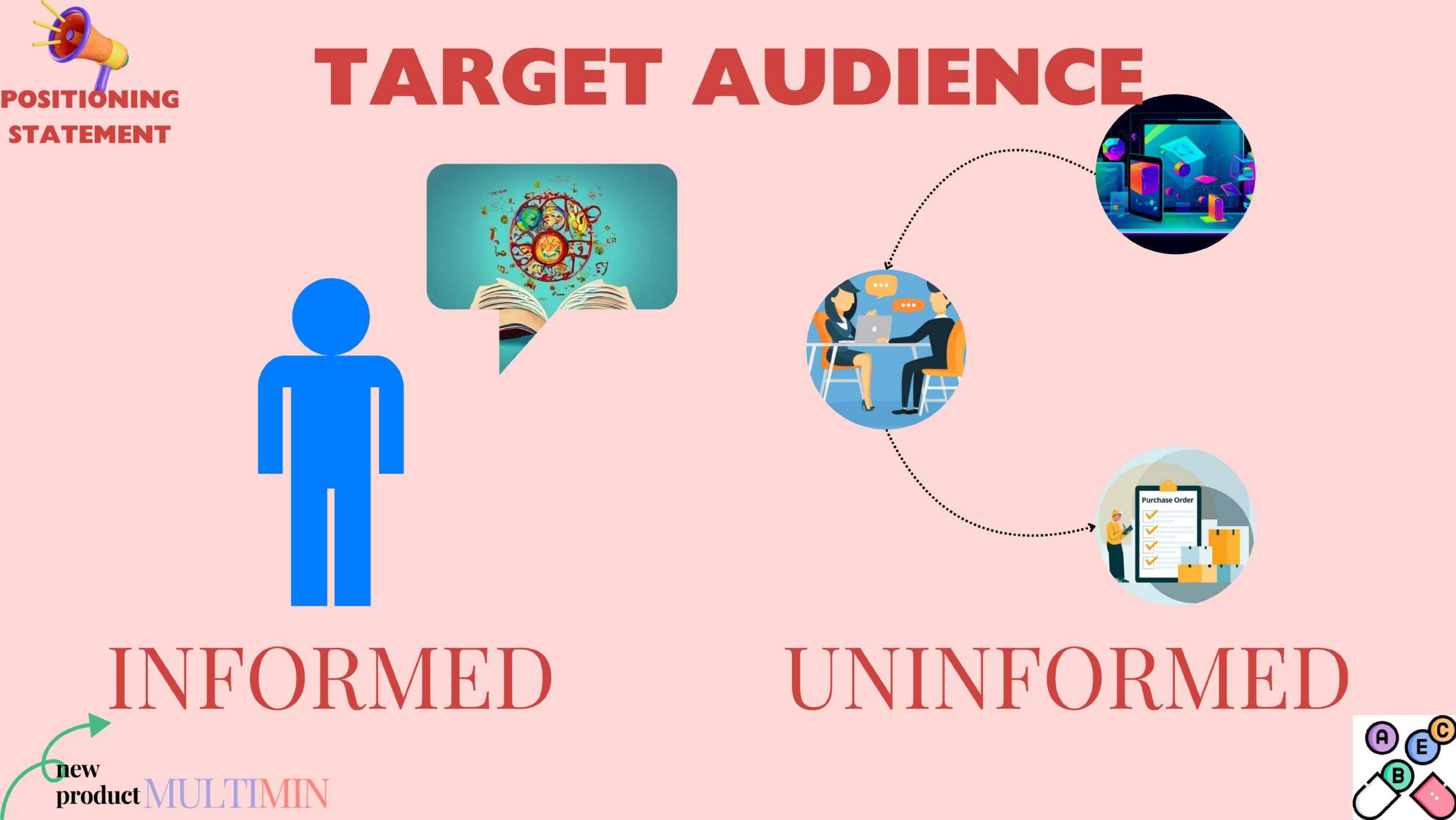
TARGET AUDIENCE



INFORMED

 new
product **MULTIMIN**

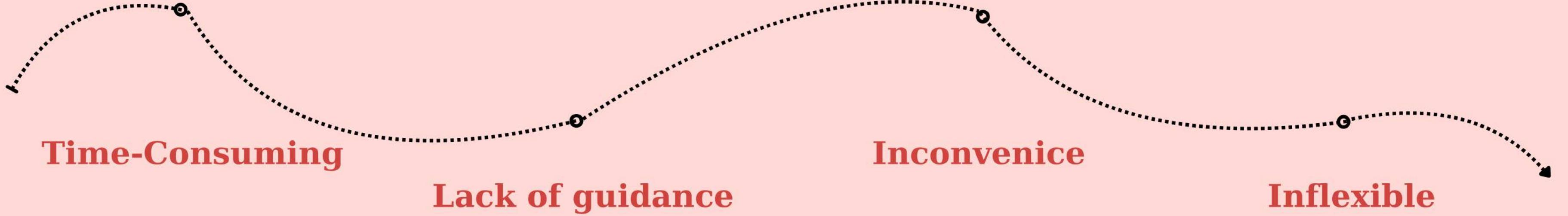






**POSITIONING
STATEMENT**

FRAME OF REFERENCE



 **new
product** **MULTIMIN**



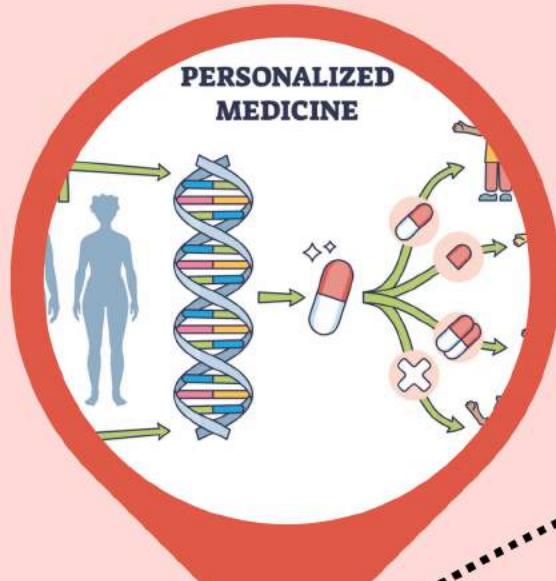


**POSITIONING
STATEMENT**

FRAME OF REFERENCE & POINT OF DIFFERENT



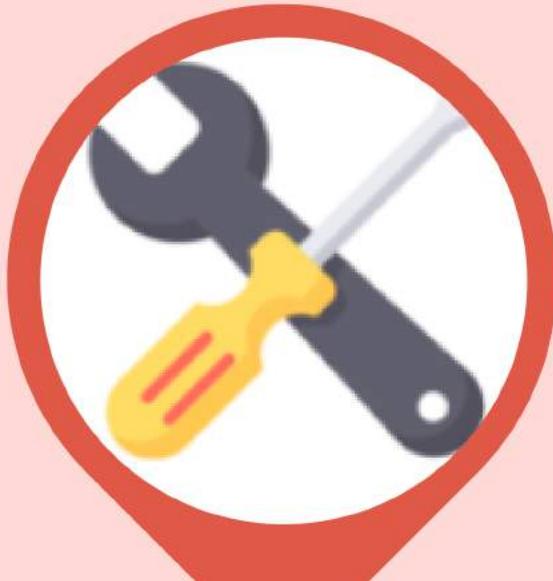
Time-Saving



Personalized



Convenient



Flexible



**new
product** **MULTIMIN**



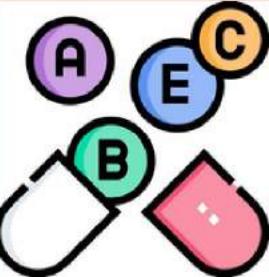


POSITIONING STATEMENT

PRICE



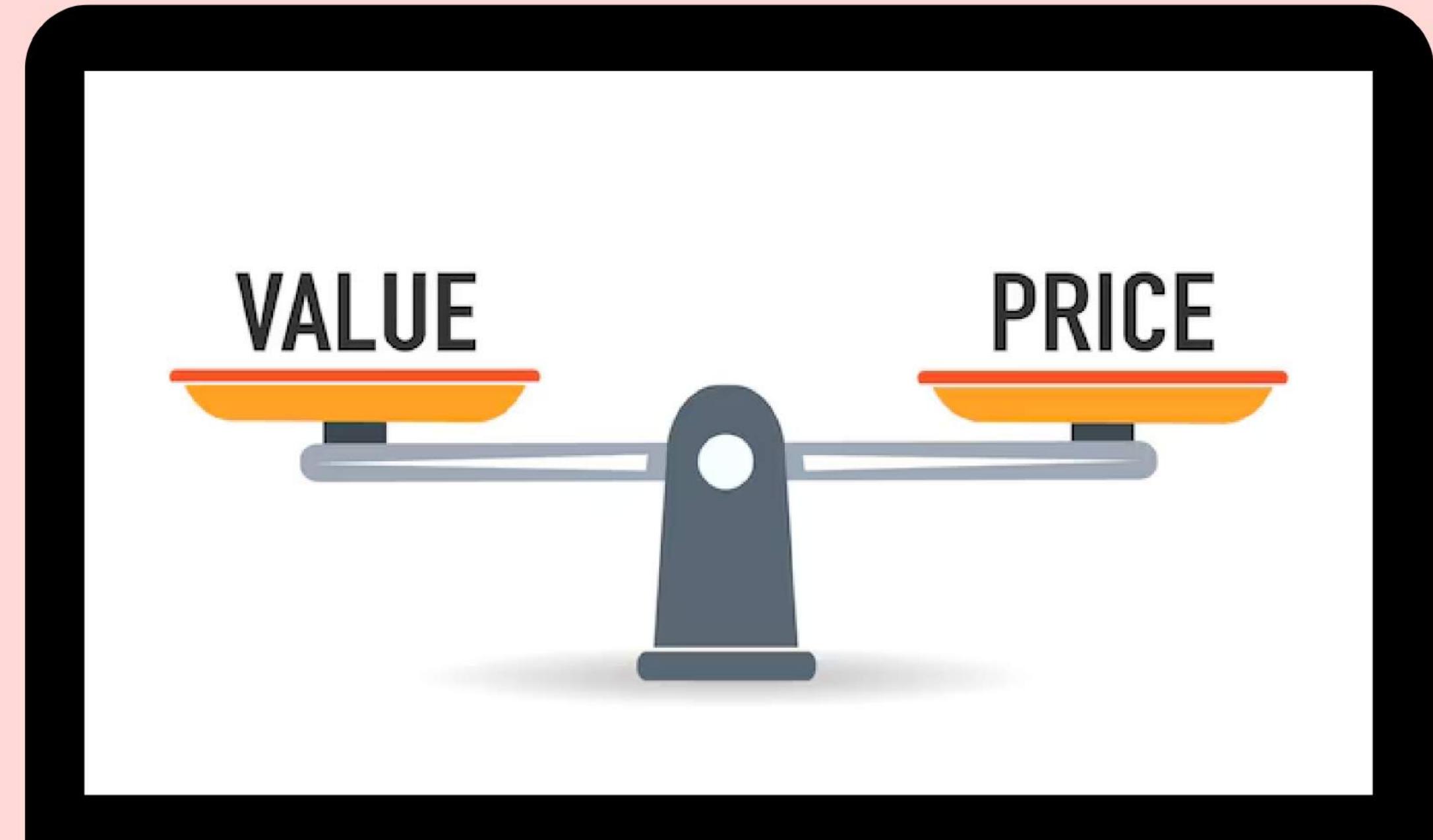
new
product MULTIMIN





POSITIONING STATEMENT

PRICE



new
product MULTIMIN





MARKETING MIX

*product
place
promotion
price*

new
product MULTIMIN



product

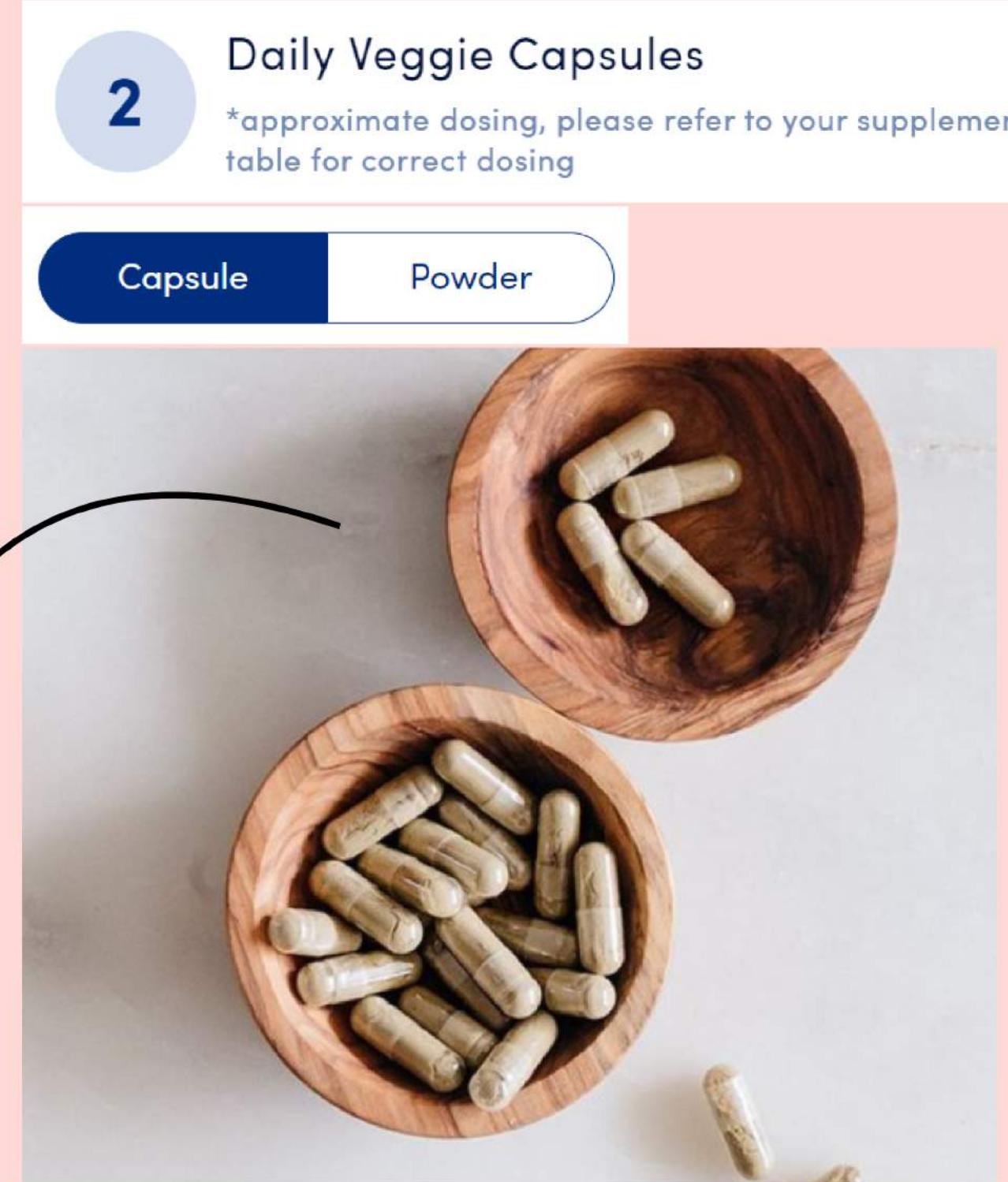
GOOD NUTRITION
GOOD HEALTH
GOOD LIFE

CORE

ACTUAL

AUGMENTED

- customer care hotline and email
- one-on-one consultation
- monthly delivery



 new
product MULTIMIN

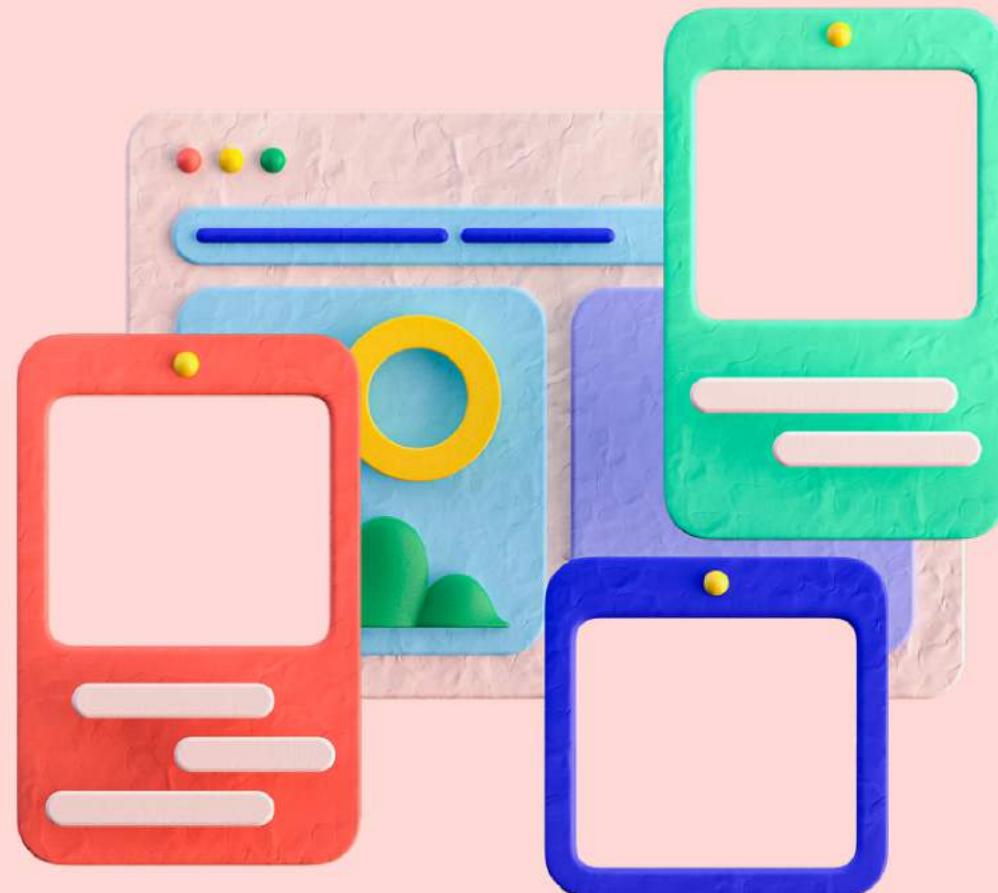
place

DIRECT CHANNELS

**we encapsulate,
package, and ship
our product**



MULTIMIN OFFICIAL WEBSITE



CERTIFIED LAB & CENTER



in HCMC

for research, customization,
and consultation



promotion

ADVERTISING

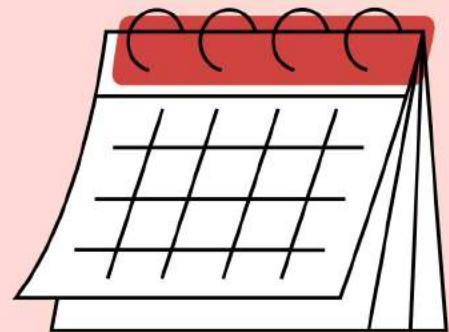
run ads on digital platforms



PERSONAL SELLING

ONE-ON-ONE

complimentary consultation



online and offline

**new
product**

MULTIMIN

DIGITAL MARKETING

email marketing

Send personalized emails to subscribers, offering discounts, educational content, and updates.

content marketing

Create informative blog posts, videos

influencer marketing

KOL

Health Enthusiasts
Health Professionals



promotion

PUBLIC RELATIONS

Share success stories from
satisfied customers



new
product

MULTIMIN

SALES PROMOTION

30% OFF

first-month discount

ONE FREE

consultation

and more



price

goals

profit-oriented

approach

**cost-based
pricing**

&

**penetration
pricing**



**new
product** MULTIMIN

tactics

Discounts

and

Promotions



**SALE
OFF**

**SEASONAL
SALES**

**FREE
consultation**

**FREE
delivery**

**REFERRAL
DISCOUNTS**

**INFLUENCER
COLLABORATIONS**



*price
estimatedly*

less than
600mg

1 CAPSULE
daily

49,000 VND /day

Total/month
1,470,000 VND

3 CAPSULES
daily

67,300 VND /day

Total/month
2,019,000 VND

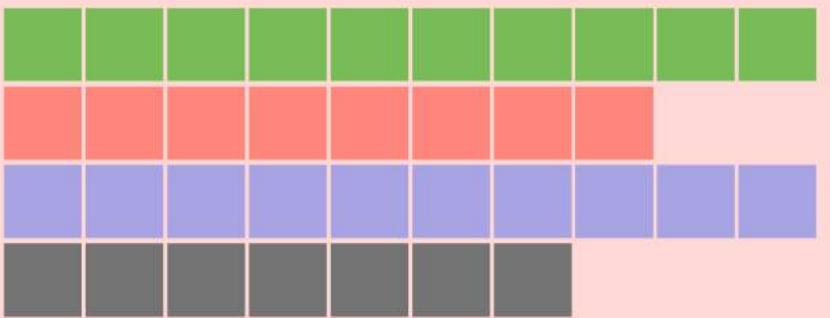
 new
product **MULTIMIN**



UTILITY	
EFFECTIVENESS	
VERSATILITY	
AFFORDABILITY	

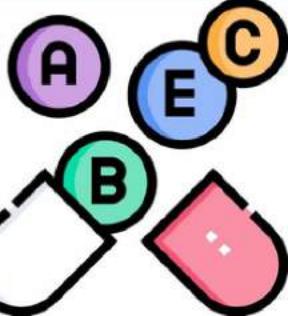
custom vitamins

MULTIMIN



new
product

MULTIMIN



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