

HKBM 7012 Marketing Management Assignment 2

My Tianran Lingzhi Spores Essence

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Agenda

- **Introduction**
- **Company's Current Position**
- **Competitors' Analysis and Marketing Mix**
- **Current Marketing Strategies**
- **Proposed Marketing Campaign**
- **Conclusions**
- **Recommendations**
- **References**

What is Lingzhi 靈芝?

- Ganoderma Lucidum (學名：靈芝屬)
- Fungi (菌)
- A large dark mushroom + shinny exterior + woody texture (Sum and Ziegler, 2016).
- For longevity and health promotion since ancient times (Chuensun et al., 2020).
- Good source of proteins, lipids, carbohydrates (Krobthong et al., 2021).
- The mycelia, spores & fruit body contain a multiple bioactive compounds (Zheng, Zhang and Liu, 2020).



Functions

- In the Shen Nong's Herbal Classic 《神農本草經》 - “vital energy” & “longevity” (Huie and Di, 2004)
- A variety of biological functions and therapeutic values (Yu et al., 2021)
- To prevent immune disorders and to maintain quality of life (Brendler et al., 2020)
- Clinical effects against different diseases (Hetland et al., 2020).
- Against various viruses and COVID-19 (Thota, Balan and Sivaramakrishnan, 2020).



My Tianran

5 years, start-up firm

100% Hong Kong Made Lingzhi product

One-stop end-to-end process

In house manufacturing plant in Sheung Shui & Packing Line in Fo Tan

ISO22000, HACCP (2018)

Omni-channel: Flagship Store, Watsons' Consignment Counters & On-line Shop



天然養生

Manufacturing Plant in Sheung Shui



Current Market Position

	My Tianran	Vita Green
Company Background	5 years, start up business	23 years, market leader
Factories	Sheung Shui Lingzhi Plant Fo Tan Packing Line	Guangxi Lingzhi Plant Ap Lei Chau & Tai Po Packing Line
Certification	ISO22000, HACCP (Heavy Metal & Micro-Biological Tests Approved)	GMP (Good Manufacturing Practice)
Capsules	Hong Kong Made Vegetable-based	Imported Vegetable-based
Omni-channels (Point of Sales)	Flagship Store, Watsons' Consignment & On-Line Shop	60+ Specialty Shops, 10 Consignment Counters & On-Line
Products	Organic & natural ingredients	High quality & excellent ingredients
Celebrities	Nancy, Sit Ka Yin	Teresa Mo & Nancy Wu
Social Accountability	Voluntary work to promote Environmental Education	Meet strict environmental protection requirement
Brand Identity	Hong Hong Best Lingzhi Brand 2020	No.1 Best Seller

Research on Demographics

Ages ≥ 30 y were more likely to take supplements including vitamins, calcium and herbal supplements (Barnes et al., 2016).

Women, older individuals and people having a poor health status were more likely to take supplements (Hetland et al., 2020).

The Composite Consumer Price Index (CPI) for Health Items 2017-2020: increases year on year.



YEAR	ALL ITEMS (HKD)	HEALTH ITEMS (HKD)
2017	\$104.5	\$103.5
2018	\$107.0	\$105.7
2019	\$110.1	\$107.8
2020	\$110.7	\$108.6

Remarks: The weight of Health Items out of All Items is 15.81%; 2014 to 2015 CPI = 100

- *Source: Census & Statistics Department (2020)*

Competitors' Analysis



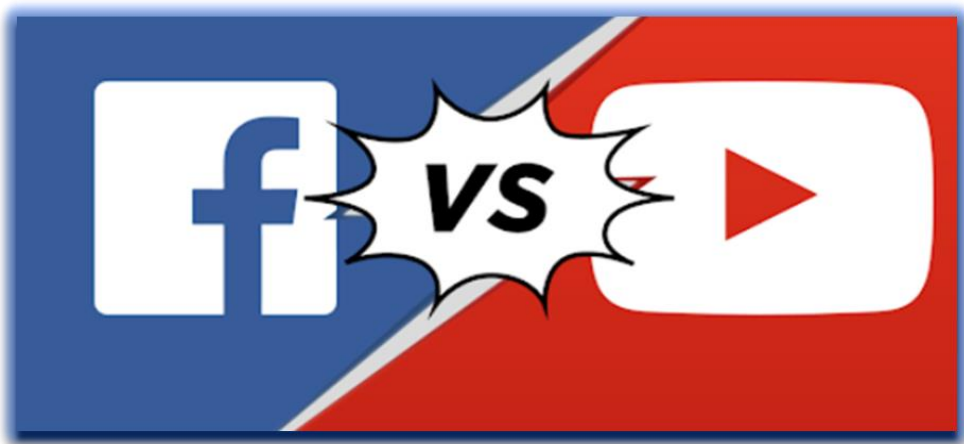
	Mytianran (香港芝寶)	Vitagreen (維特健靈)	Herbs (草姬)	RoyalMedic (御藥堂)
Country of Origin	Hong Kong	N/A	N/A	Outside of Hong Kong
Flagship / Stores	1 Flagship Store, all Watsons counters	40 Flagship Stores, 30 counters in Mannings, 13 counters in Watsons	4 Flagship Stores & 2 Concept stores	23 counters in Mannings
Manufacturing Plant	Hong Kong	China	N/A	N/A

Marketing Mix: Product, Price, Place and Promotion

	Mytianran (香港芝寶)	Vitagreen (维特健靈)	Herbs (草姬)	RoyalMedic (御藥堂)
Product	30 capsules / Health Care	72 capsules / Health Care	30 capsules / Health Care	60 capsules / Health Care
Price	HKD 17.3 per capsule	HKD 8.7 per capsule	HKD 13.3 per capsule	HKD 8.3 per capsule
Place	Flagship Store / Online shops / Watsons	Flagship Store / Online shops / Watsons / Mannings	Flagship Store / Online shops / Watsons / Mannings	Flagship Store / Online shops / Mannings
Promotion				
Company Website	✓	✓	✓	✓
Facebook	✓	✓	✓	✓
TV Ad	✓	✓	✓	✓
Instagram	N/A	✓	N/A	✓
Youtube	✓	✓	✓	✓
Wechat	N/A	✓	✓	✓

Social Media Comparisons

	Mytianran (香港芝寶)	Vitagreen (维特健靈)	Herbs (草姬)	RoyalMedic (御藥堂)
Facebook				
• Likes	2,956	54,297	45,794	19,592
• Followers	3,228	59,267	47,972	21,157
Youtube				
• Subscribers	16	1,060	15	360



Strengths

- Manufacturing plant in Hong Kong
- 100% organic and natural ingredients
- ISO & HACCP Certification
- Strong company identity

Weaknesses

- Lack of customer orientation
- Small business scale
- Only one store location
- Insufficient marketing strategies

SWOT

Opportunities

- Wide customer range
- Immense opportunities to develop health-based products
- Customers' health awareness is increasing

Threats

- Me too products
- Fast followers' mentality
- Fierce competition

Current Marketing Strategies



Traditional Marketing



Endorser

Billboard

Bus

TV Sponsors

TV Interview

Printed Advertising

Radio Broadcast

Endorser

- Nancy Sit
- Age > 60 yrs
- Hong Kong Well-known actress, singer and TV presenter





Billboard & Bus Advertising





TV Programme Sponsorship

天然養生特約 感悟導航





本地註冊中藥舖之性質，以及受市場大行可為。不少本地中藥舖都多能於在香港興建生產，提升產品信譽。大多品牌仍選擇在內地原料或建廠，以節省成本。在港本土化，是爭奪這三十多年的市場。通運及對金銀的好感，以及對中藥的熱愛，在「天然」生產及產品信心。他選擇「造」在港，在港銷售，以及加強對香港消費者信心。他選擇「造」在港，在港銷售，以及加強對香港消費者信心。

三年前，天然選擇在港，建立了「天然」本地基地。生產及銷售，品牌下的產品在港正式推出。他選擇「造」在港，在港銷售，以及加強對香港消費者信心。他選擇「造」在港，在港銷售，以及加強對香港消費者信心。



Interview





Printed
Advertising

Radio Broadcast



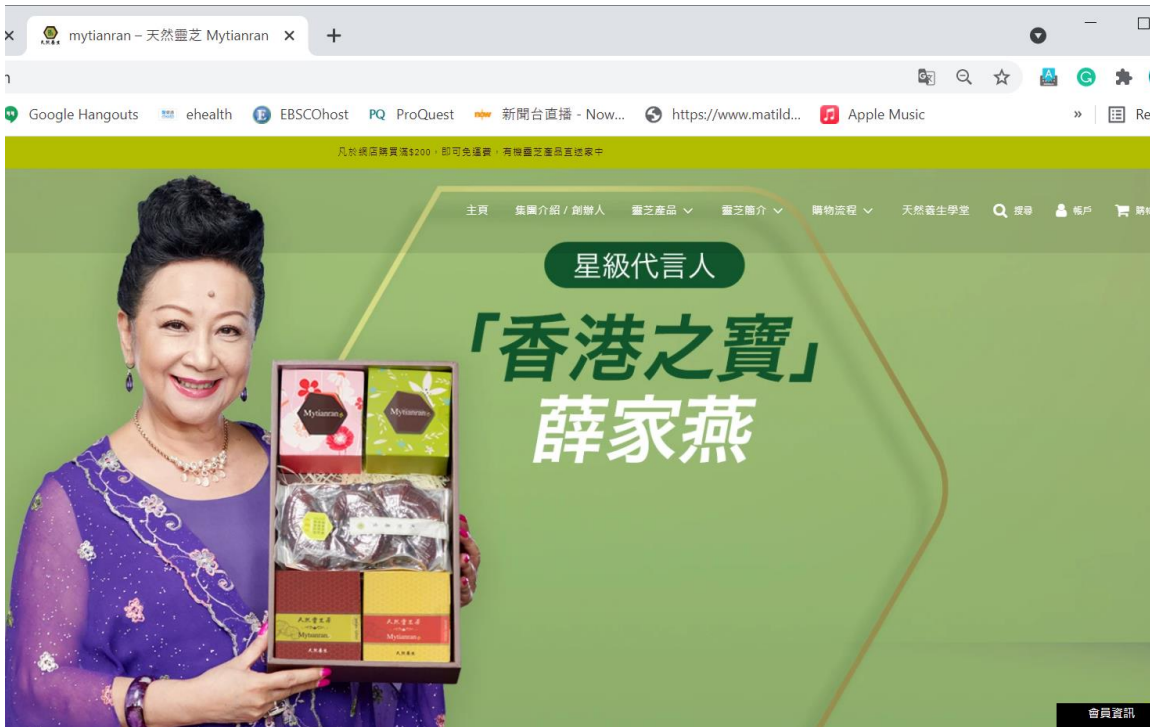
Digital and Social Media

Company Website

Facebook

Youtube Channel

Company Website & Online Shop



- Website: <https://www.mytianran.com/>
- Website content:
 - Company & Founder background
 - Products
 - Introduction of Ganoderma
 - Purchasing Process
 - Videos by Chinese Medicine Practitioner
 - Online Shop

Facebook

- Established on 27th Aug 2019
- 2,956 Likes
- 3,228 Followers
- Use of color tones - Light green and earth tone
 - ✓ Organic
 - ✓ Natural
 - ✓ Healthy
- Use of cartoons
- Health messages delivery



YouTube Channel

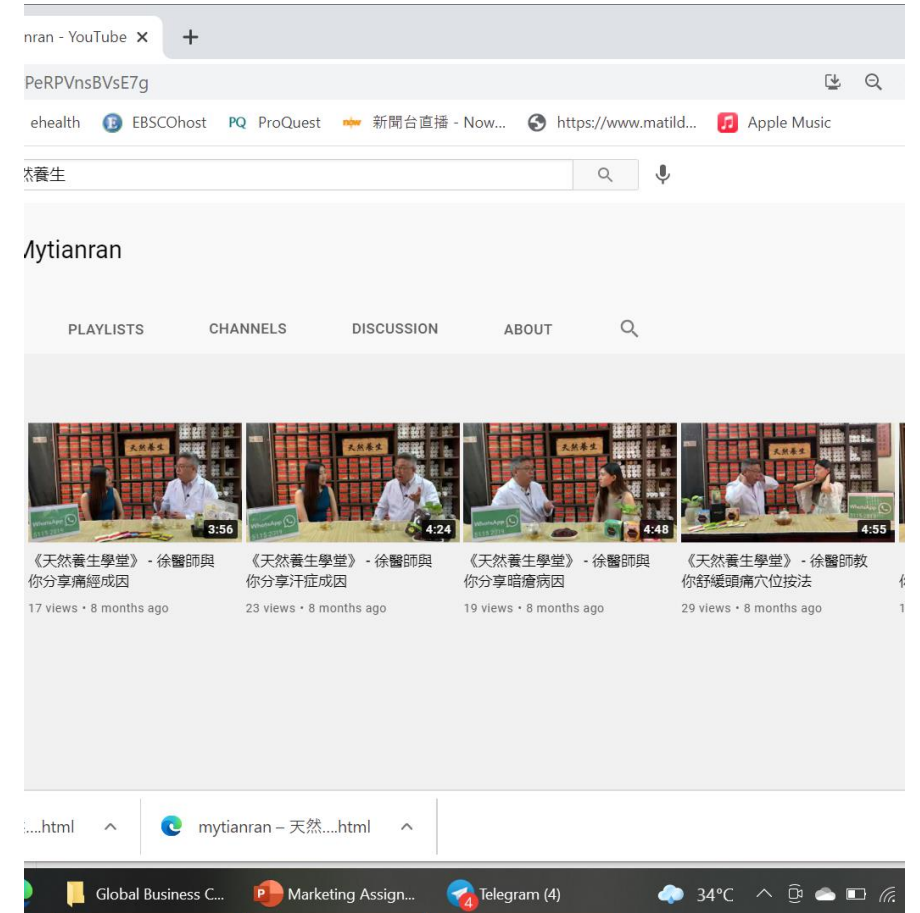
Started on 20th Jan 2020

1,025 views

16 subscribers

21 videos

Video contents - Health knowledge sharing by Chinese Medicine Practitioner Dr. Tsui



Conclusion of Current Marketing Strategies

- Focus on traditional marketing
- High cost
- Target on 50 years of age or above
- Non interactive



Current Marketing Mix

Product

Lingzhi
Spores
Essence



Price

HKD 520
(30pc)



Place

Watsons
BigBig Shop
Flagship
Store
Online shop



watsons

Promotion

Traditional &
Social Media
channels



Marketing Campaign



Marketing Goals & Objectives

Increase Brand Awareness

- Social Media
- Soft Marketing

Increase Sales of ‘香港芝寶’

- Increase Point of Sales
- Enhance Customer Experience

Segmentation, Target and Positioning

Segmentation

- Age
- Gender
- Belief

Target

- 30 years of age or above
- Female
- Healthy living

Positioning

- Quality Organic Functional supplement

Increase Brand Awareness



Now it's time to write your ad

Headline 1

天然靈芝 Mytianran

18 / 30

Headline 2

香港人既靈芝

12 / 30

Headline 3

香港芝寶

8 / 30

Description 1

本地有機培植靈芝孢子

20 / 90

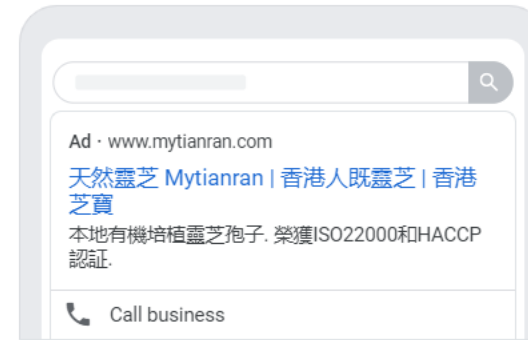
Description 2

榮獲ISO22000和HACCP認證

23 / 90

☒ Show a call button in your ad

Phone number



Content of Social Media Coverage

- Google SEM
 - Keywords: Lingzhi, 靈芝, 有機靈芝, 香港芝寶

Youtube Advertising



The screenshot shows a YouTube video player interface. The video being watched is titled "天然養生" (Natural Health) and features a logo with the characters "天然" (Natural) and "養生" (Health). The video description includes the text "天然靈芝 香港人嘅靈芝" (Natural Reishi Mushrooms, Reishi Mushrooms for Hong Kongers) and a list of hashtags: #香港原味道, #靈芝, #養生. The video has 1,889 views and was uploaded on Jun 17, 2020. The video player shows a list of recommended videos on the right side, including "No.1尊尚醫療保" (No.1 Respectable Medical Insurance) and "Joyce Is Moist: for HKG" (Joyce Is Moist: for HKG).

Facebook | 集團介紹 | google S | (1) | Signup | Psychog | big big s | Watch | Watch | +

youtube.com/watch?v=S8FoyacpPgk

Apps | google translate - ... | Google Hangouts | ehealth | EBSCOhost | PQ | ProQuest | 新聞台直播 - Now... | https://www.matild... | Apple Music | Reading list

YouTube HK

天然養生

天然養生

天然靈芝 香港人嘅靈芝

#香港原味道 #靈芝 #養生

香港原味道 | 原來香港都有靈芝培植基地? | 子碩 | 黃庭鋒 | 阿楓

1,889 views • Jun 17, 2020

11 1 SHARE SAVE ...

No.1尊尚醫療保

cigna.com.hk

索取報價

All From your search Taste Related

[Joyce Is Moist: for HKG] 自家製上海樓 Shanghai Rice...

Joyce 鄧欣宜

102K views • 4 days ago

New

台灣真善美_捨香菇種有機靈芝, 母女同心種出珍寶

Neoking5168

34K views • 6 years ago

周殷廷 Yan Ting - 《遲了梅改》 (ViuTV電視劇《太平紋身店》...

universalmusichk

1.2M views • 4 months ago

Mix - big big channel

YouTube

Windows | Inbox - de... | (1) 香港原... | MBA | Marketing ... | Positionin... | Presentati... | 30°C | 9:31 PM | 6/15/2021

Facebook Boosting

My Tianran > New ad set > 1 Ad

[Edit](#) [Review](#)

Age

30 65+

Gender

☐ All ☐ Men ☒ Women

Detailed targeting

Include people who match ⓘ

Demographics > Financial > Income

Household income: top 25-50% of ZIP codes (US)

Interests > Additional interests

Health & wellness

Healthy Habits

Natural product

Quality of life

🔍 Add demographics, interests or behaviours [Suggestions](#) [Browse](#)

[Exclude](#) [Narrow audience](#)

Languages

[Close](#) ✓ All edits saved

Update

[Create New Campaign](#) ✕

Choose a campaign objective

[Learn more](#)

Awareness	Consideration	Conversion
☒ Brand Awareness	☐ Traffic	☐ Conversions
☐ Reach	☐ Engagement	☐ Catalogue Sales
	☐ App Installs	☐ Store Traffic
	☐ Video Views	
	☐ Lead Generation	
	☐ Messages	



Brand Awareness

Show your ads to people who are most likely to remember them.

Name your campaign • optional ▼

[Cancel](#) [Continue](#)

Soft Marketing



Increase Sales





city'super



**Increase Point of
Sales**

Facebook Live – Direct Sales

(帶貨)



Direct Marketing to Customer

- Membership Sign up
- Digital payment e.g. Electronic consumption vouchers
- Multiple promotions e.g. buy 1 get 1 free, three for two, discount



Success Measures

Increased Number of Memberships



Customer Survey on Lingzhi Product



Increased Sales Figures

Conclusion

Favorable market
position

High quality product and
correct positioning

Justified high product
cost

Heavy focus on
traditional marketing

Insufficient point of sales

Lack of customer service
support

Recommendations

- Increase point of sales at premium stores
- Increase public awareness by reaching to younger target group
- Expand marketing to social media channels
- Provide sales driven and product training to frontline staff
- Collect and evaluate customer feedback for continuous development.

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