

LEVEL 7 ASSESSMENT SPECIFICATION

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Executive Summary

Over the years, Nin Jiom Pei Pa Koa has successfully built brand recognition by selling their flagship product – Pei Pa Koa cough syrup herbal supplement. The product has its uniqueness allow the company to maintain its competitive positioning in the market. However, COVID-19 will boost up globe cough syrup and herbal supplement value continuously growth in the future. But the Pei Pa Koa target to one specific market segmentation has narrow the company further development. In reviewing other traditional herbal companies in China – Wang Lao Ji. Their brand business natural and history are similar to Nin Jiom. However, WLJ products have successfully switched their target from one specific segment to the mass market segmentation by selling herbal drinks. Thus, the marketing plan for Nin Jiom is to target the mass market by selling Pei Pa Koa herbal drinks. To highlight the product benefit is helping to protect lungs and throat health to convey to mass-market customers in post -COVID 19 situation, and eventually make the brand recall for their flagship product – Pei Pa Koa cough syrup herbal supplement.

In order to launch the new product successfully, the promotion element will be using advisting via social media platform to target primary audience (female customer), the analysis result demonstrated that female audience prefer to use YouTube and Facebook platform, therefore implement female-driven advertisement, can more effective on improve new product awareness and stimulate consumer purchasing intention toward the herbal supplement, and eventually increase Pei Pa Koa herbal drink penetration rate as well as the flagship cough syrup products sales performance.

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Word count : 3185 words

1. Introduction

Nin Jiom Pei Pa Koa is considered one of the most iconic brands representing Chinese herbal supplements in Asia for over a century. The brand initial product named Honey Loquat syrup has a brand history based on a story of filial piety. (Nin Jiom, 2018).

Since the company was officially established in 1946, Nin Jiom has developed more than 25 Chinese medicine-related products line and selling worldwide. The company's signature product Pei Pa Koa defined as Chinese herbal cough syrup supplement in the Global market.

This study's objective is to assess a marketing plan for new product development to increase Pei Pa Koa's penetration rate in the market, eventually improving the brand's overall product sales.

2. Situation Analysis

The global cough syrup industrial environment is growing over the years, the total valued at \$5,232.73 million in 2019, and is expecting to reach \$6,108.25 million by 2027, registering a CAGR of 2.8% from 2020 to 2027 (Researchandmarket, 2021). The outbreak of COVID-19 has positively impacted global health care intention, especially in lung-related care and treatment.

Industry overview

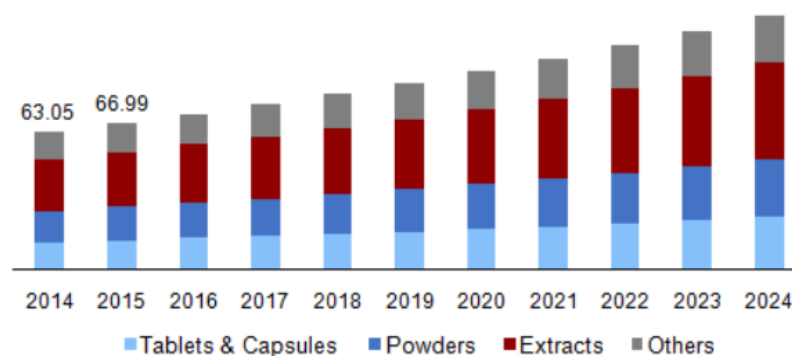


Figure 1: Global herbal medicine market revenue by product, 2014-2024 (USD Billion)

Source: HexaResearch (2017)

Figure 1 showed that the global market's is increasing for the future, herbal medicine market is projecting to witness profit growth during the forecast period. The main reason is due to the rise in consumer preference for traditional medicines such as Ayurveda, Unani, and traditional Chinese medicine (HexaResearch, 2017).

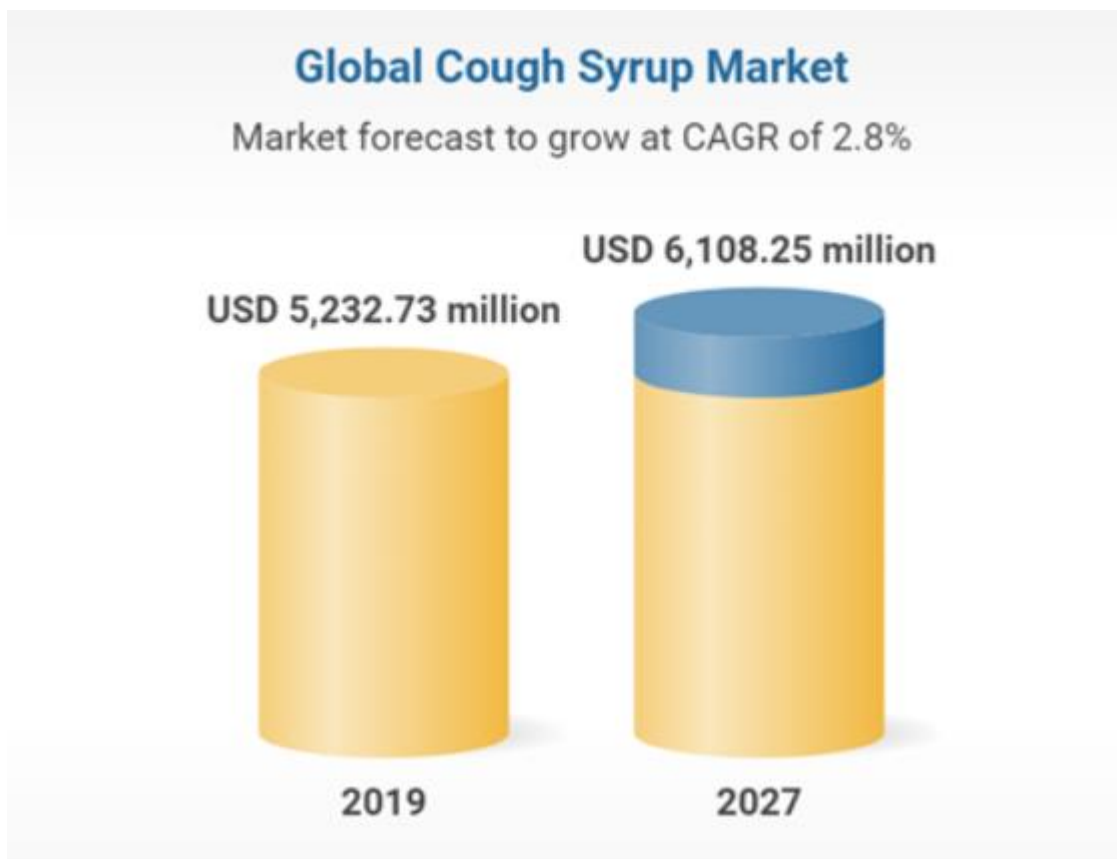


Figure 2: Global cough syrup market forecast to grow by value

Source: Researchandmarket (2021)

Figure 2 indicated that the worldwide market for cough syrup is reach at USD 5,232.73 million in 2019 and is expected to obtain \$6,108.25 million by 2027, registering a CAGR of 2.8% from 2020 to 2027 (Researchandmarket, 2021).

The finding of this section can expect that the overall global demand of herbal cough syrup will increase incrementally in the future.

PEST Analysis

Kotler (1991) claimed that PEST analysis is a useful business managment tool for analyzing the external environment. SWOT and Porter’s Five Forces models are applied by organization to generate strategic path. This tool can also effectively grasp the market's environment (Porter, 1985).

Political

After the reunification of mainland China and Hong Kong in 1997, the new Special Administrative Region government established policy initiatives regarding TCM, and the Chinese medicine policy requires manufacturers of Chinese medicine products to continuously adapt to the ever-changing business environment (Chan and Tsang, 2018). Nin Jiom's attention to this policy allowed their annual turnover of over HK\$ 100 million. Thu, Nin Jiom can continue to expand business in China and overseas (Yim and Mak, 2004).

Economic

The overall infection rate is high during Covid 19. As this product is defined as a supplement category, consumers might have less purchase intention to these products than groceries product during high infection rates (Elflein, 2020).

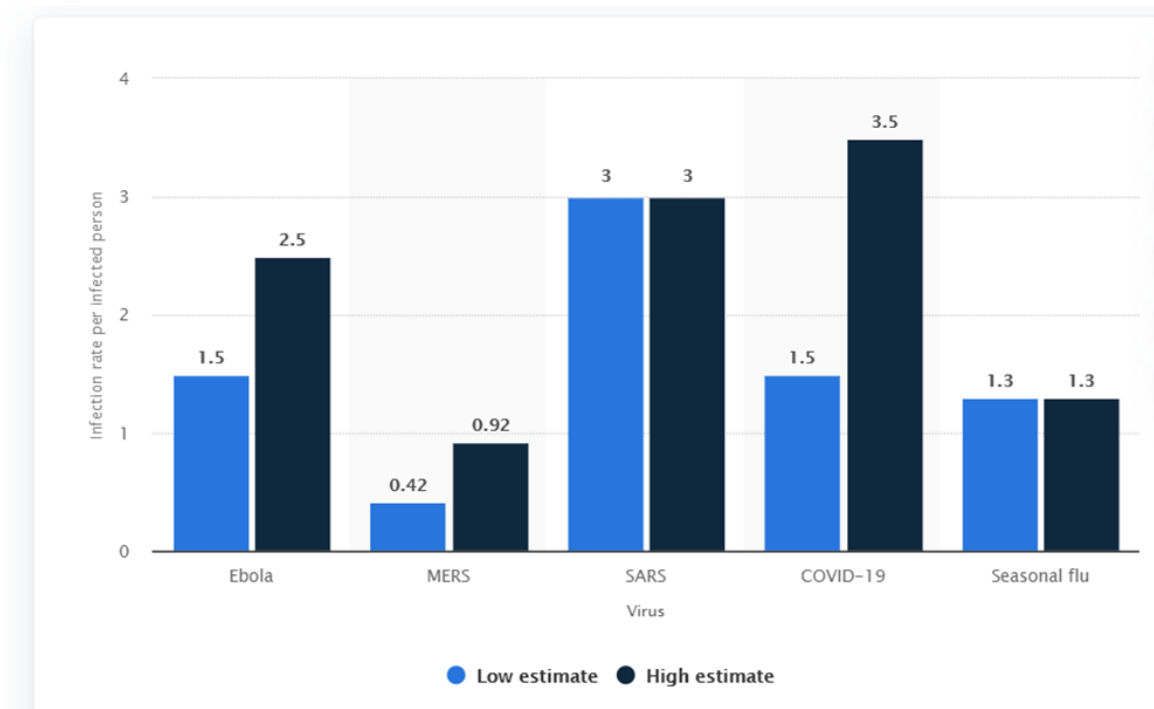


Figure 3: Infection rates of viruses involved in a pandemic as of 2020

Source: Elflein (2020)

Social

The aging population drives people’s need for dietary supplements, and it is expected that the age group of 65 to 79 will be the faster growth group between 2018 to 2023.

(International Trade Administration, 2021).

Because of the aging problem in Hong Kong, the survey found that nearly 60% of respondents had taken health supplements in the last half of the year in 2019; the number has grown compared to periods years (HKHFA, 2019).

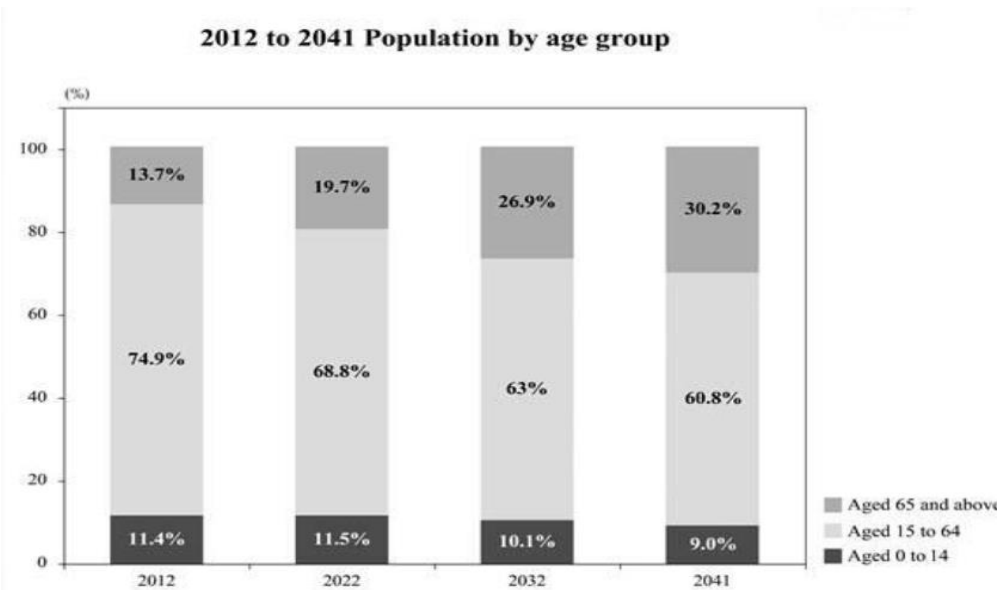


Figure 4: Population by age group 2012 to 2041

Source: The2013-14Budget (2013)

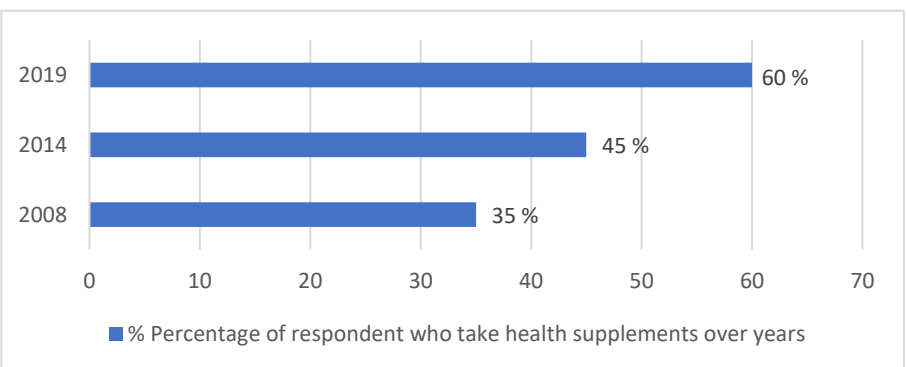


Figure 5: Percentage of respondent who takes health supplements during the six months prior to the survey in Hong Kong

Source: HKHFA (2019)

Technological

Social media application and living steam technology nowadays provide a platform that allows product wider exposures via IoT. It is helpful to find more potential customers in the market globally without time and location limitations.

The finding by PEST is demonstrated that Hong Kong peoples are health conscious than ten years ago. Therefore, the demand for health-related supplement products will also increase while the aging problem in Hong Kong. Nevertheless, the economic recession due to the pandemic harms consumer purchase intention on health supplements while the infection rate is high.

Value Chain Model

Porter (1985) explained that the value chain model focus on how inputs are transformed into outputs purchased by a customer.

Support activities

Pei Pa Koa recipe originated from the Qing Dynasty in China over 400 years ago. Nin Jiom has experience developing new products to attract young customers, such as herbal candy and sugar-free loquat in a convenient pack. And for the procurement, the essential ingredient is Fritillaria, with an annual import value is HK\$ 17 million. Fritillaria is mainly grown in western China and then imported to Hong Kong (HKGCC, 2002).

Primary activities

Nin Jiom global sales network covers 20 countries, and the produced sales were indicated HK\$ 350 million in 2001. The headquarter is located in Hong Kong and has manufacturing plants in Taiwan and Singapore. The R&D department in Singapore mainly focuses on develops Chinese herbal medicines. Company promotional activities leading the product sales increased the product sales from HK\$170 million in 1994 to HK\$ 290 million in 1997 (HKGCC, 2002). In recent years, the company uses social media platforms to promote the product, reach new customer segments in Facebook, and used celebrity advertisements in YouTube.

Forecast analysis

For global market, during the COVID-19 pandemic, the herbal supplements valued at US\$10.8 Billion in the year 2020, is expected to achieve US\$17 Billion by 2027 (Researchandmarkets, 2021).

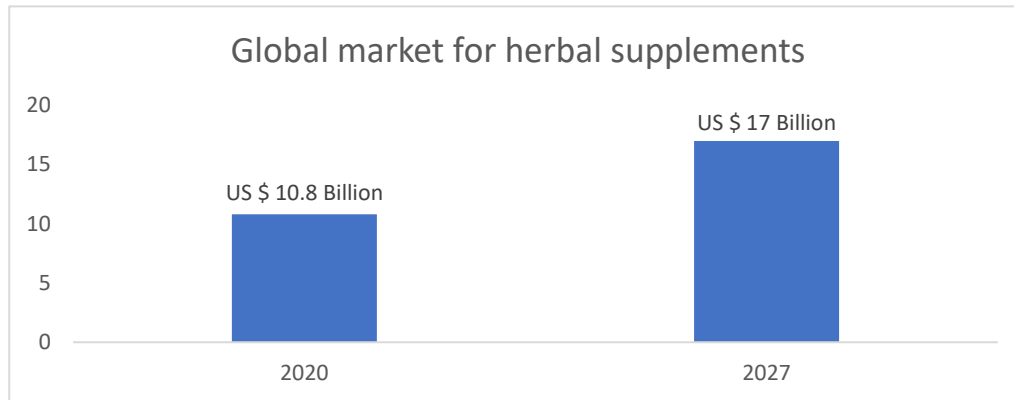


Figure 6: Global market value for herbal supplements 2020 to 2027

Source: Constructed by writer

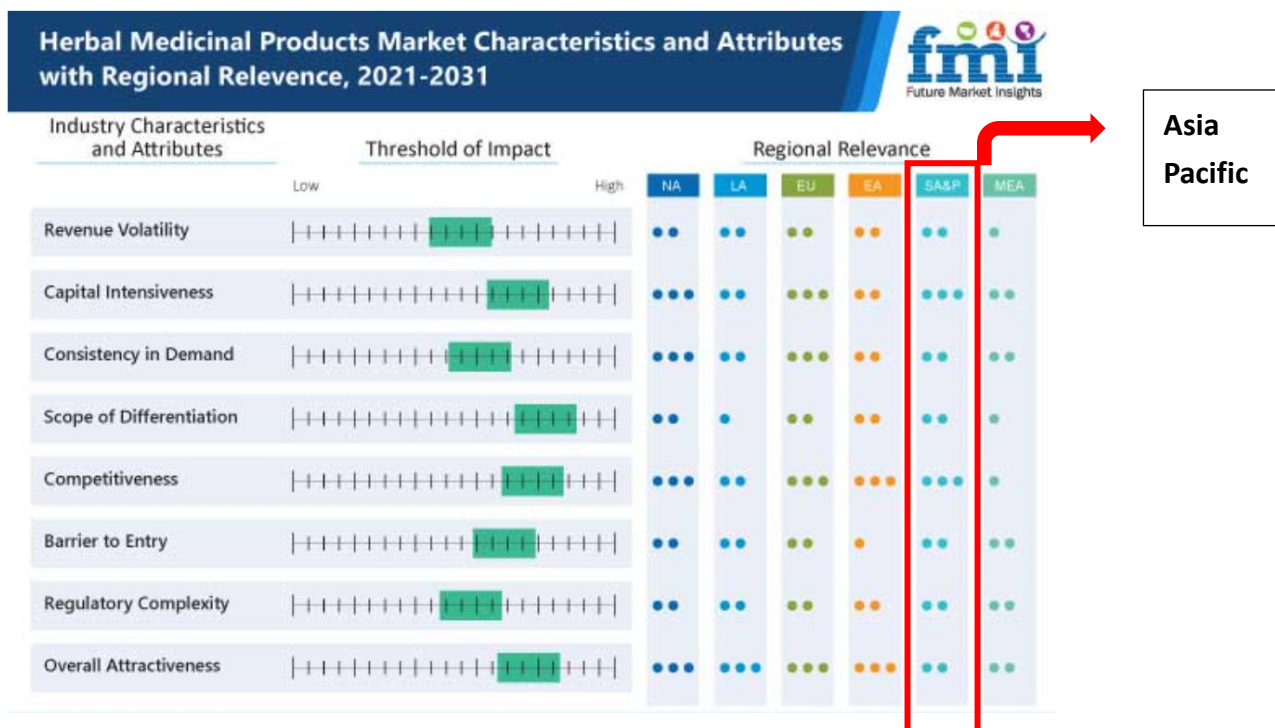


Figure 7: Herbal Medicinal Product Market Characteristics and Attributes with Regional, 2021 -2031

Source: Futuremarketinsight (2021)

Figure 7 explained that herbal medicinal products in Asia Pacific also indicate high competitiveness compared to other regions.

For Hong Kong market, according to the recent survey in 2019, consumer spent about 25 billion to purchase health supplement product, the amount parentage is about over 30% than 19 billion for the same study conducted in 2014 (HKHFA 2014, 2019)

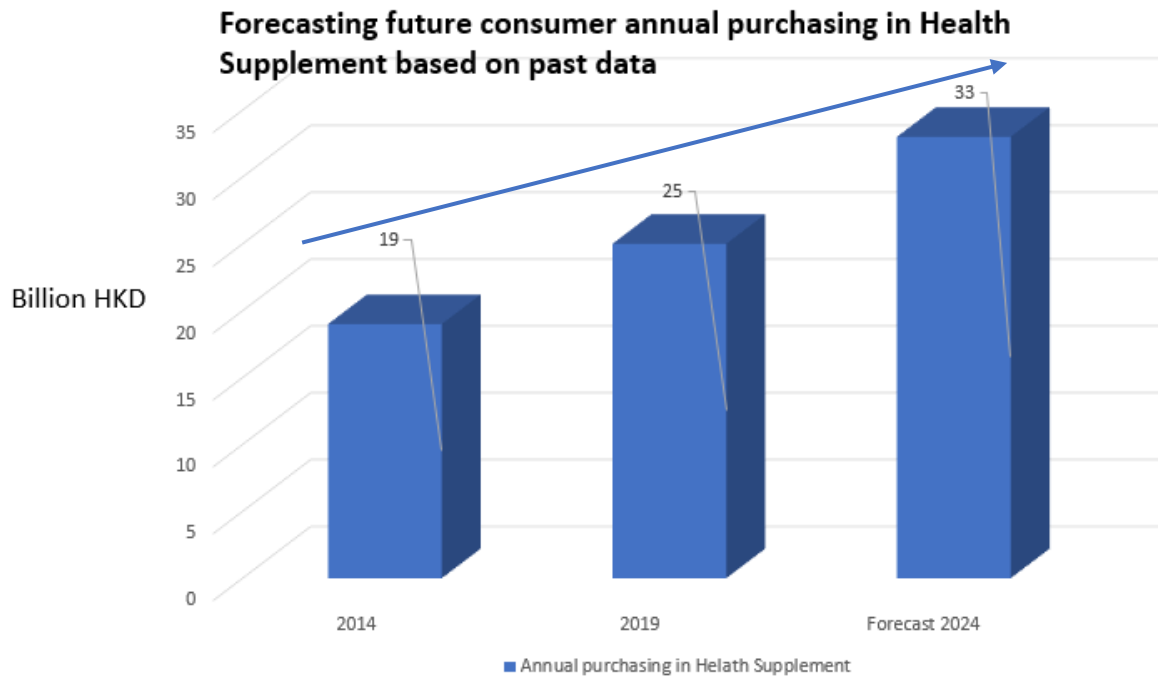


Figure 8: Expect annual purchasing in health supplement in Hong Kong market

Source: Constructed by writer

In figure 8 showed that the increase of Hong Kong market in herbal health products had grown. Assumption can be made that the development will continue in the future, especially for this report study product Nin Jiom Pei Pa Koa, which define as an herbal – supplement. The product medicine effect is to relieve sore throat coughs, hoarseness, and aphonia (Li et al., 1994). Thus, this will be adding value to the product and attract health-conscious purchasing attention after post – COVID 19 market situation for the demand of health supplement products.

The COVID-19 pandemic has had a significant impact on the prospects of herbal medicinal product applications in the short term. Demand for immunity-boosting products has increased the potential use of herbal medicinal products in the supplements and medications sector (Futuremarketinsight, 2021). Therefore, Nin Jiom should increase the product penetration rate in the market to elevate Pei Pa Koa sales opportunity in post – COVID -19 situation.

SWOT is a strategic method for identifying a business's strengths and weaknesses in current business conditions by Albert Humphrey (Pahl and Richter, 2009).

<i>Strengths</i> - Nin Jiom has historical strong brand history - Product at consistency quality almost 60 years in Hong Kong market - Global sales networking - Experience in develop new product design	<i>Weakness</i> - Product main ingredient cost is high - Product formula cannot replace
<i>Opportunity</i> - Global and Hong Kong market demand for health supplement expected to increase after COVID-19 pandemic - Product medicine effect can relief of sore throat, coughs. - Health-conscious consumer is increasing.	<i>Threat</i> - Economic recession due to the pandemic will give negative impact to consumer purchase intention on health supplement

Table 1: SWOT for Nin Jiom Pei Poa Koa

Source: Constructed by writer

The finding of this chapter explained that the overall environment has positively impacted supplement products such as Nin Jiom Pei Pa Koa in future marketing. Nin Jiom should embrace this opportunity to increase Pei Pa Koa product penetration rate to capture more consumers with health-conscious in post-pandemic economic. Furthermore, Nin Jiom manufacturing capability allows the company to develop profitable new products. And this new product should attract consumer to buy more frequently than only occur due to medical-related occasion. Consequently, the brand income can expand and not affect by the economic recession.

3. Current Marketing Strategy

Marketing strategy is a plan to achieve specific marketing-related company goals in a targeted and achievable way.

3.1. Segmentation, Targeting and Positioning (STP)

To understand what behind the customer's choices, it is required to understand their behavior, thereby realizing the most valuable benefits of segmentation. The fourth step in the segmentation process show below.

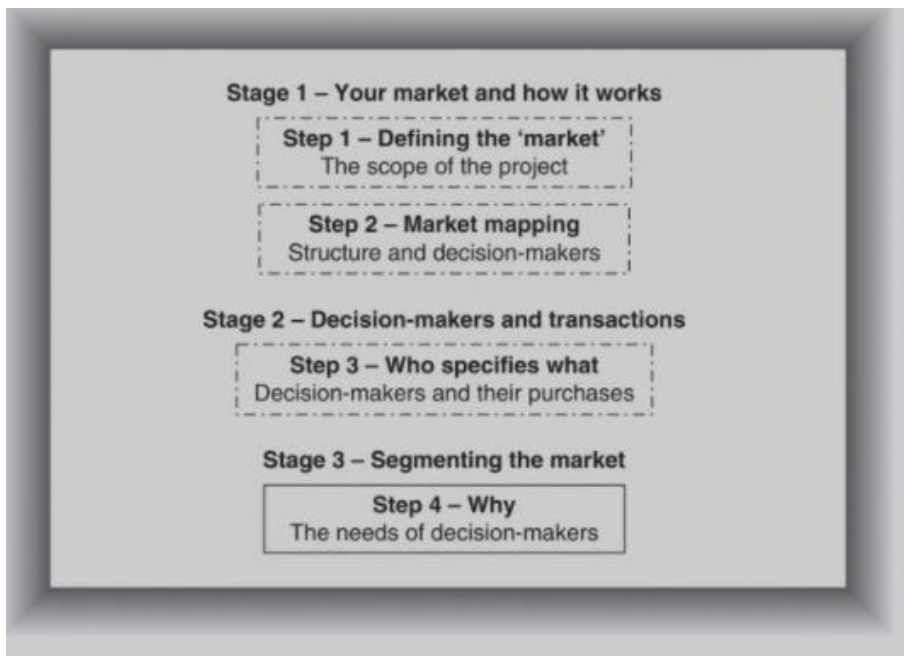


Figure 9: The segmentation process

Source: McDonald and Dunbar (2012)

According to the target marketing strategies explanation, The current segmentation for Nin Jiom can consider as Concentrated Marketing.

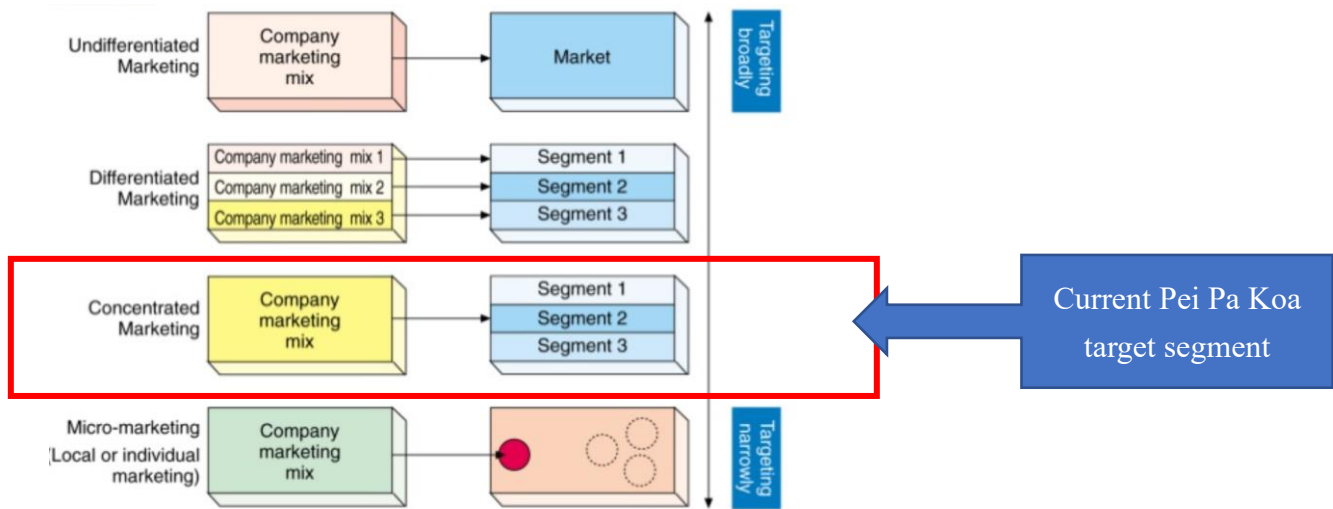


Figure 10: Target Marketing Strategies

Source: Armstrong, et al. (2006)

The current segmentation for the company is the health benefits segment because the product is contented Chinese-medicine that helps to benefit the human body; a study has proven that this product is mainly for the relief of sore throat, coughs, hoarseness, and aphonia (Li et al., 1994).

The target customer is health-conscious in middle-age.

Over the years, Nin Jiom advertisement has built the product characteristic and outline its benefit.

Advertisement show below.



Figure 11: Nin Jiom advertisement in Southeast Asia and website (original glass)

Source: Shopee (2020)



Figure 12: Nin Jiom advertisement on the website (convenient pack)

Source: Nin Jiom (2018).

Position mapping was developed in 1986, ideally to provide an overall understanding of the brand position based on market research to help place various brands in terms of how they try to compete (Groucutt, Leadley and Forsyth, 2004). The figure data below demonstrates the position mapping for Nin Jiom Pei Pa Koa in market comparison (HKTVmall, 2021).

Product				
Brand Name	Nin Jiom Pei Pa Koa	Yee On Tong Peipago	Pak Yuen Tong - Lor Han Kuo Chuanbei Pei Pa Koa	Chi Chun Tang The Bird Nest Chuanbei Pei Pa Koa
Product Variety				
Product line	4	1	2	1
Product Price	HKD 43 / 300 ml	HKD 62 / 300 ml	HKD 50 / 300 ml	HKD 55 / 300 ml

Table 2 : Market research for the same product

Source : Constructed by writer



Figure 13: Position mapping for Nin Jiom Pei Pa Koa

Source : Constructed by writer

The position mapping illustrated that the Nin Jiom product has more product variety than others.

It is demonstrated that the product's current position is competitive, because with the same product quality but selling lower price in the market. It is providing more product choices for the customer in the market. Also, the price is slightly lower than other similar products in the market.

3.2. Current Marketing mix

4P strategies is a business tool to integrating all of these marketing strategies into a marketing mix, is about gather the appropriate product in the right place at the appropriate time. (Perreault, Cannon and McCarthy, 2013). The following 4P strategies outline the Nin Jiom current situation.

Product

The original Pei Pao Koa cough syrup design have the same design over the years. It is stored in a glass bottle for a different size. Another design is more suitable for traveling purposes, which is Pei Pa Koa's convenient pack. It comes individual package.

Price

The price is between low to middle, which allows the product more affordable for the target segment consumer

Place

The consumer can either find this product in a supermarket or convenience store

Promotion

The product has been using traditional TV advertisements to sell the product and recently using social media platforms to release product updates and sales campaigns.

4. Recommendation and Conclusion

The use of push and pull marketing strategy and a good balance of using both push and pull strategy can help obtain more customers in the market. Push strategy ideally is to “push” the product to reach a wider audience by a strong salesforce through promotion into distribution channel, but pull strategy is “pulling” consumers into the store and encourage them to ‘pull’ the product from off the shelf (Smith and Taylor, 2004).

4.1 Future development

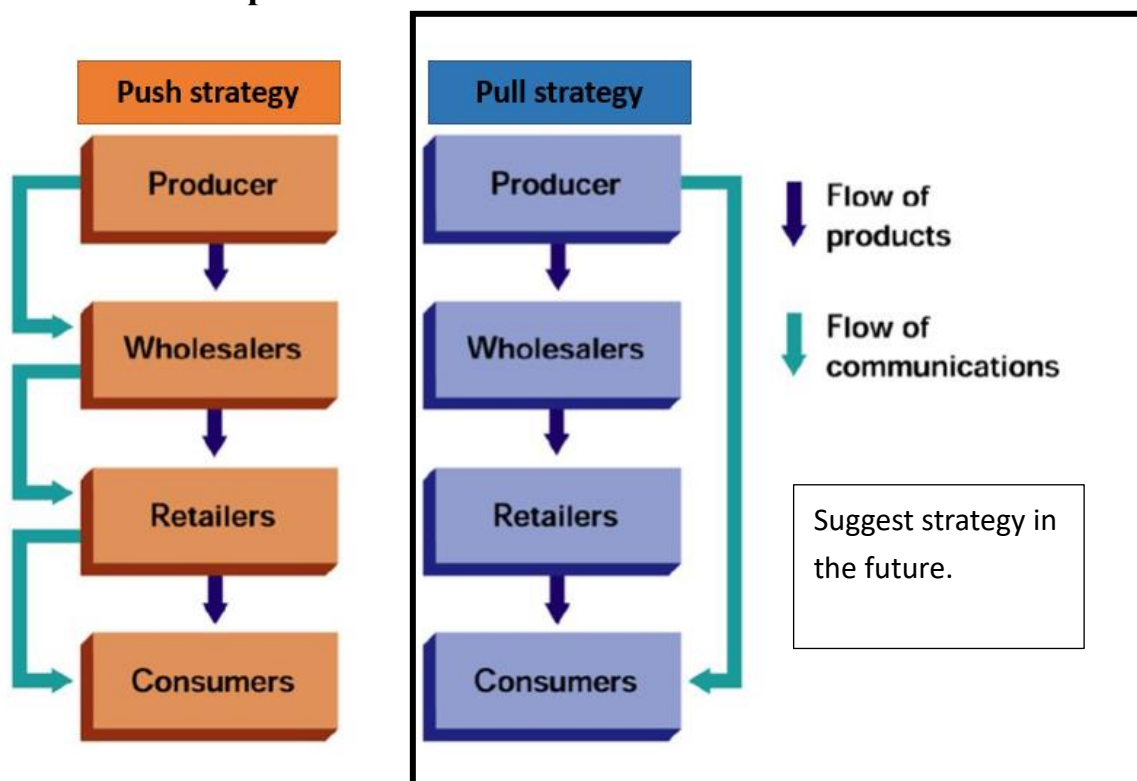


Figure 14: Different between Push and Pull strategy implementation process

Source: Constructed by writer

According to this strategy model, using pull strategy will benefit Nin Jiom product to promote brand uniqueness to showcase the product specialism regarding lung-related health care. In order to attract and pull potential health-conscious consumers to make aware of Nin Jiom product.

Therefore, a new market strategy should focus on relieving lung health-related problems to develop a new product that targets the mass market. An example of this case reference is referred to Wong Lao Ji herbal drink in China.

Nin Jiom and WLJ have a similar brand history and natural products. But WLJ brand had a very convincing performance in the past. WLJ had beat global beverage giant Coca-Cola in China in 2007 by generating 9 billion RMB worth of revenue. The brand marketing segment targeted the mass market segment, which allows the brand to maintain a leading position in the Chinese herbal drink market in China ever since (Yang, 2009).

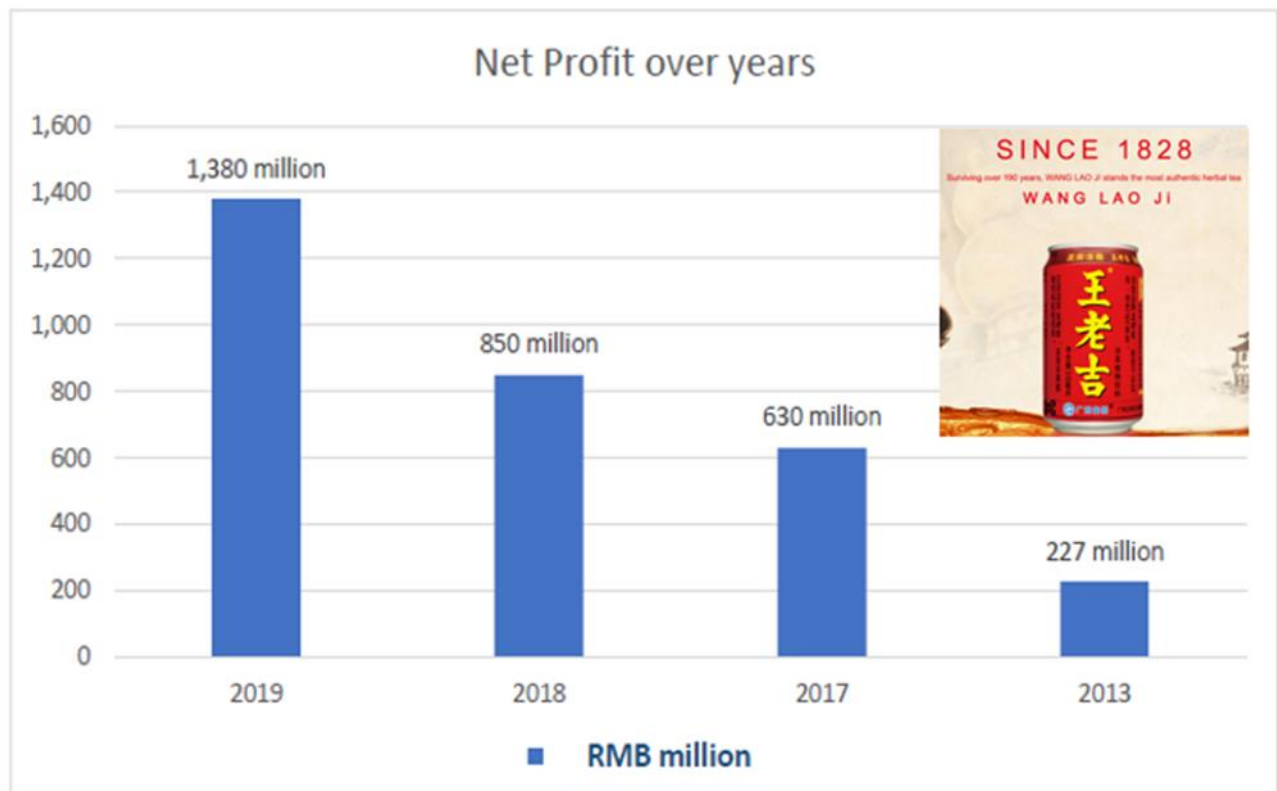


Figure 15: WLJ company net profit comparison

Source : Guangzhou Baiyunshan Pharmaceutical Holdings Company Limited, (2020, 2019, 2018, 2014)

Figure 15 has explained that the WLJ herbal drink continuously generates profit after the product target to mass market segment over the last ten years, and the result was significant. Nin Jiom should further develop a new product as an Nin Jiom herbal drink. This drink can have similar medicine benefits as Pei Pa Koa, and target the mass market segment to make brand recall effect, eventually upselling alongside with other Nin Jiom supplement products in the Concentrated Marketing.

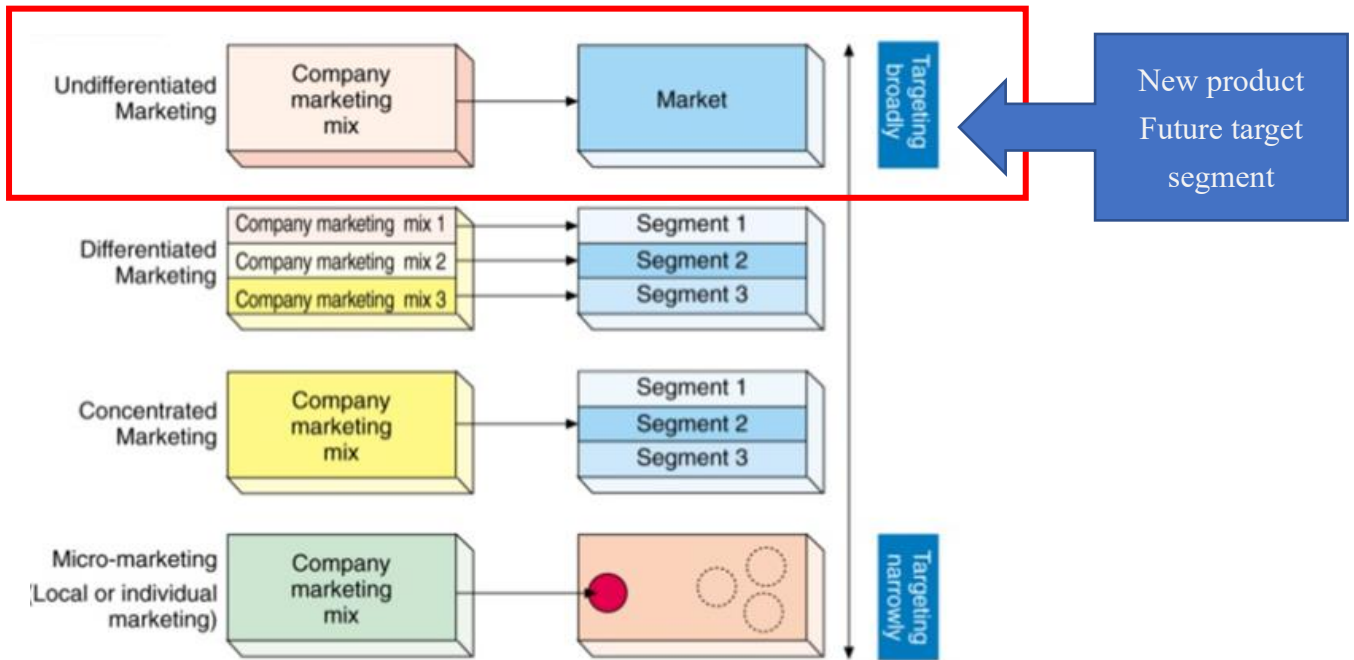


Figure 16: Target Marketing Strategies for new product

Source: Armstrong, et al. (2006)

In figure 16 explained that the Nin Jiom herbal drink should target the mass market, because undifferentiated marketing can sell to broadly market segment than one particular, because this market can increase consumer purchasing frequently than only occurred at some medical-related occasion.

The Nin Jiom herbal drink concept picture show below :



Figure 17: Nin Jiom herbal drink

Source : Constructed by writer

According to the product life cycle, a lot of products do not pass the product life cycle curve because of the high percentage of discontinuations after an unsatisfactory introduction period (Mullins and Walker, 2013)

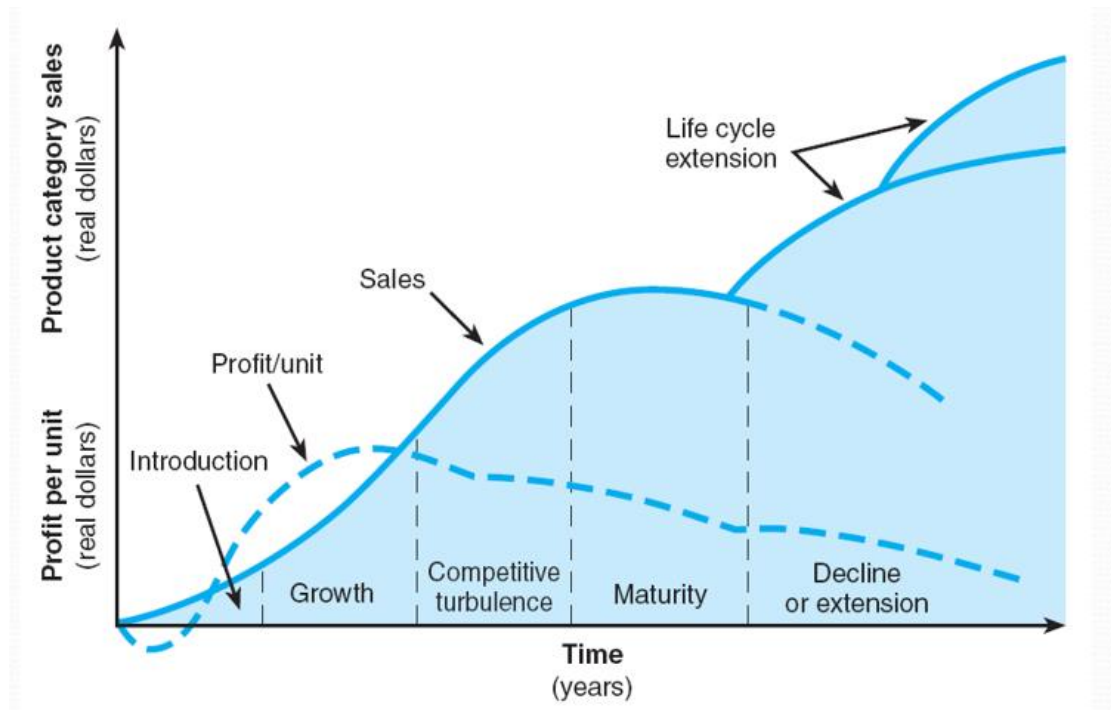


Figure 18: The product life cycle

Source : Mullins and Walker (2013)

STAGES IN THE PRODUCT LIFE CYCLE				
Stage	Strategic market objective	Investments	Profits	Cash flow
Introduction	For both innovators and followers, accelerate overall market growth and product acceptance through awareness, trial, and product availability	Moderate to high for R&D, capacity, working capital, and marketing (sales and advertising)	Highly negative	Highly negative
Growth	Increase competitive position	High to very high	High	Negative
Shakeout	Improve/solidify competitive position	Moderate	Low to moderate	Low to moderate
Mature	Maintain position	Low	High	Moderate

Table 4: Stage in the product life cycle

Source : Mullins and Walker (2013)

Table 4 explained that as the new product going to the market is defined as the introduction stage, the objective should focus on how to get faster market growth through product awareness.

Therefore, a new Nin Jiom herbal drink will need to input sufficient investment for sales and advertising to ensure this product can attract potential customers at this stage. Furthermore, when the product reaches the mature stage, the overall profit will increase from negative to high; thus, cash flow can reduce.

According to the 4P strategy, the new product will launch to the market target to the mass market.



Figure 19: 4P marketing mix for Nin Jiom herbal drink

Source : Perreault, Cannon and McCarthy (2013)

4.2 Advertisement plan

The benefit of using social media for marketing is that can easily share the product concept and design, facilitated by a company while simultaneously receive feedback and provide guidance immediately (Piller, Vossen and Ihl, 2012). Furthermore, a result showed that Facebook and YouTube are the most used social media platform in Hong Kong

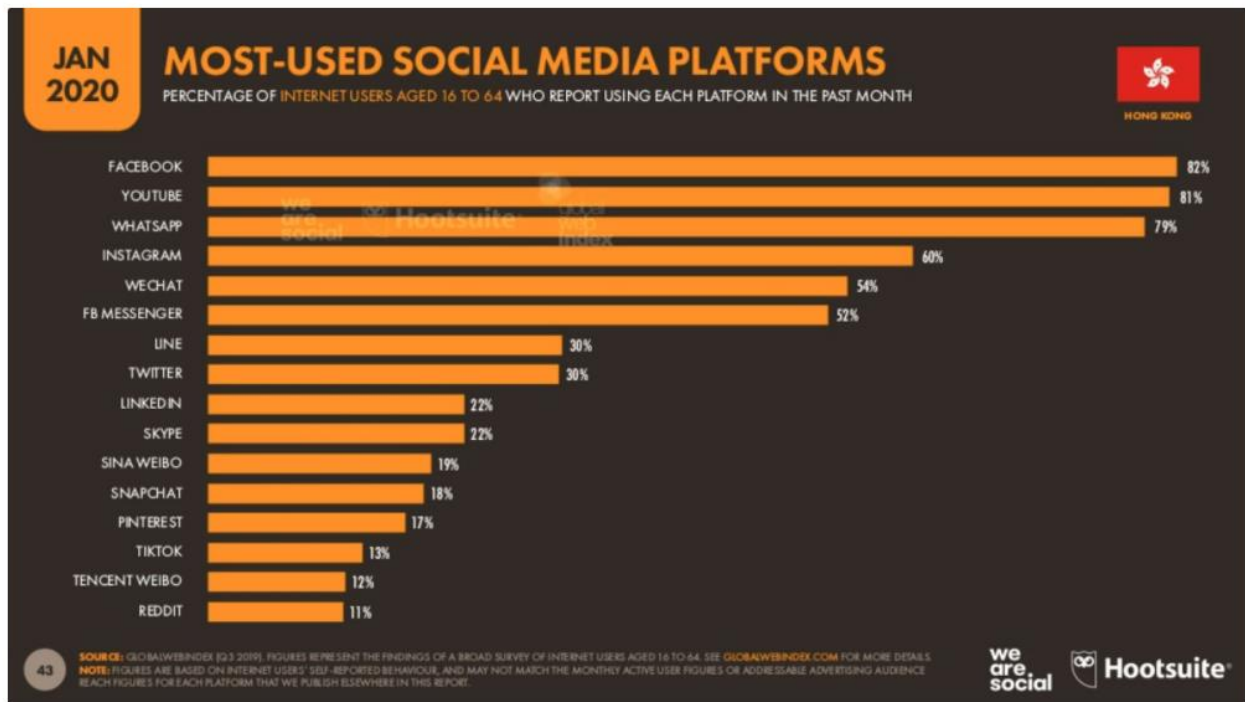


Figure 20: Most – used social media platforms in Hong Kong market

Source : DataReportal (2020)

Furthermore, Figure 21 showed that Female audiences age between 25 to 44 are the majority to use social media across all ages. It implies that the Nin Jiom new product advertising objective should target the female audience as primary customers to enhance Nin Jiom herbal drink awareness via social media more effectively.

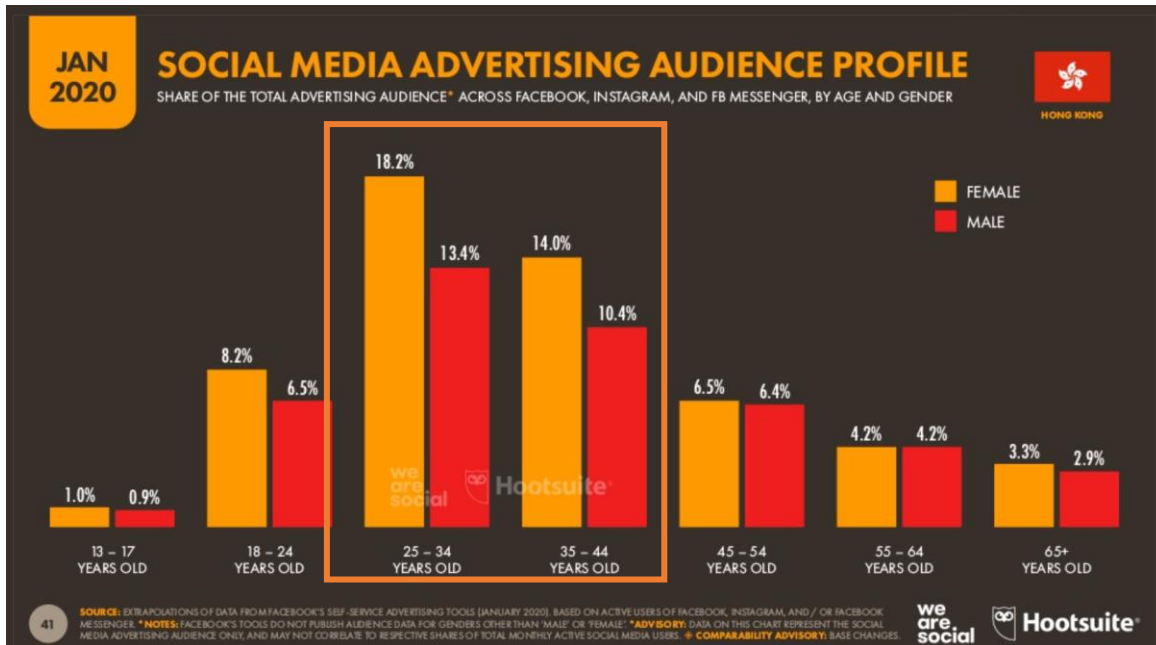


Figure 21: Social media advertising audience profile

Source : DataReportal (2020)



Figure 22: Top search queries in YouTube platform

Source : DataReportal (2020)

Figure 22 illustrated the top ten search queries: Live, movie/ series, artist, and comic story.

Therefore, after the analysis of the use of technology application, the primary target customer will be the female audience in age 25 to 44 mass-market segment group, and the advertisement process should implicate a combination of Live, movie with artist and comic factor to stimulate their purchasing intention toward the Nin Jiom herbal drink and eventually upselling others Pei Pa Koa supplement product sales income.

Promotion mix element	Amount of information communicated	Credibility	Control over the message	Cost to reach one customer	Strategic suitability
Advertising	Varies: little information in a radio or TV ad, to lots on a website	Low	Good	Low	Well-suited to a pull strategy .
Personal Selling	Lots of information	Depends on the credibility of the company and the personality and sales skills of the salesperson	Poor, but training helps	Very high in developed countries, can be low elsewhere	Well-suited to a push strategy .
Sales Promotion	Virtually no information	Not applicable	Good	Low and self-liquidating: generally pays for itself as the product is purchased	Consumer promotion supports a pull strategy . Trade promotion supports a push strategy .
Public Relations	Lots of information	High	Poor	Very low or nil	Supports both pull and push strategies.

Table 5: Comparing the Merits of the Promotion Mix Elements

Source : Mullins and Walker (2013)

According to the promotion mix element, using advertising is the best promotion method for Nin Jiom herbal drink. This strategic suitability is well-suited for a pull strategy, and also aligned with the Nin Jiom herbal drink marketing strategy. Furthermore, the control of the advertising message is good, therefore, Nim Jiom can send the product benefit message directly to the audience.

In review of WLJ herbal drink promotion mix element, this product also using advertising to attract their product's target customers. Because this element allow the company make good of control the advertising message expose to audience. Which can easlier idenfity the product benefit. And using suitable event, such as concert function can also allows the product reach target customer more effectiveness and reduce cost to reach each customer.



Figure 23: WLJ advertising to promote product benefit

Source : Photophoto (2010)



Figure 24: WLJ concert advertising use celebrities to attract target customer

Source : WLJhealth, (2012)

As mentioned, the most suitable promotion element to for Nin Jiom herbal drink is advertising. Advertising messages must touch needs, emotions, and customers' attitudes to show the product uniqueness (Rudani, 2010).

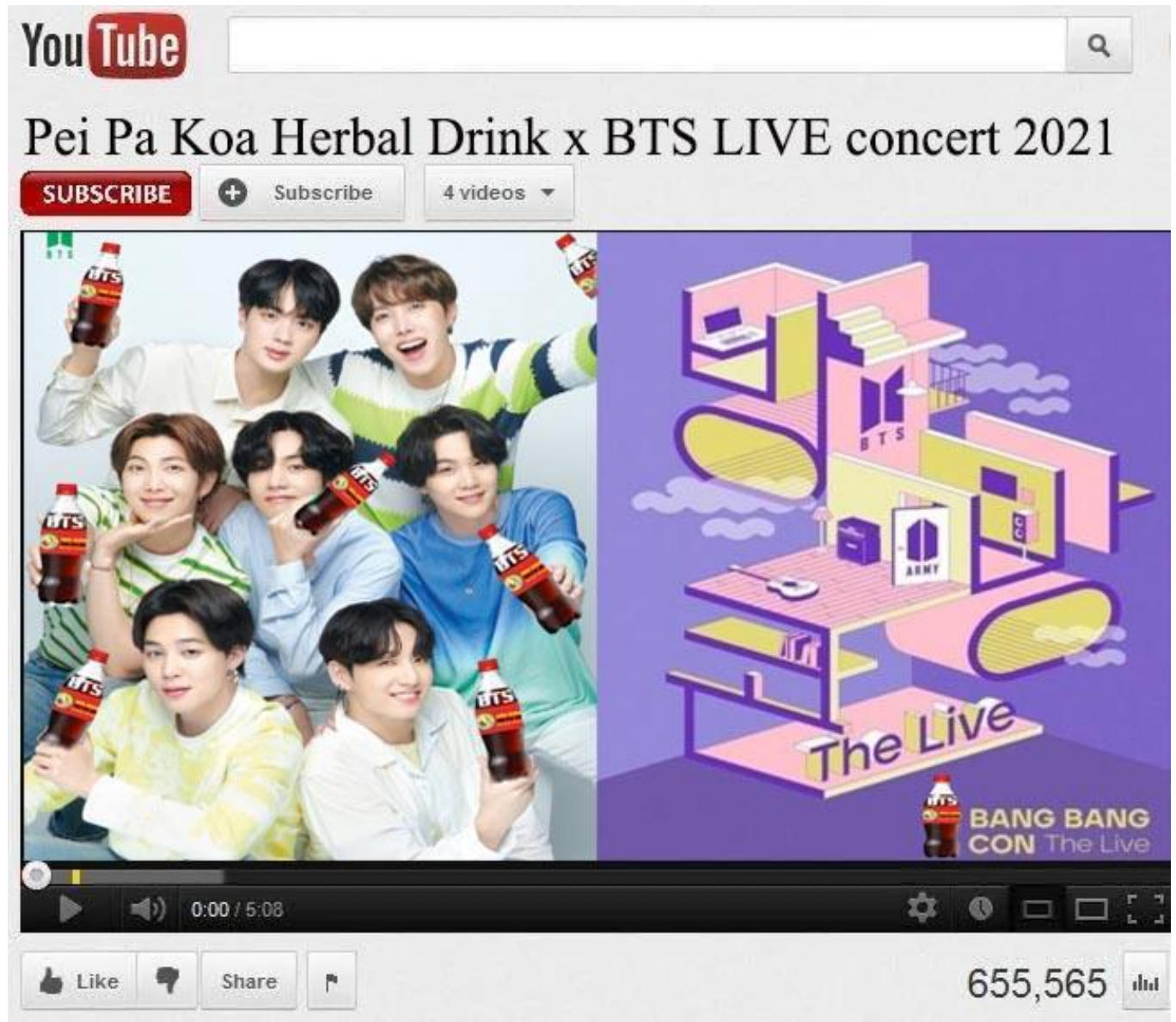


Figure 25: Concept of using male celebrities to make new product awareness in YouTube

Source: Constructed by writer

The top YouTube search query showed that Live, music and BTS are the top ten search rates via Youtube. Thus, to use co-branding advantages to launch the new product to the market, which will reach the primary audience (customer) aware of this product quickly and effectively.



Figure 26: Concept of using comic story to highlight new product benefit in Facebook

Source: Constructed by writer

Comic characters and movies also indicate a high search rate via YouTube, while Facebook is the no.1 social platform in the market. Therefore, making comic short film stories to highlight product benefits via Facebook will also effectively promote this new product to the market.

4.3 Suggestion and Conclusion

Reviewing the future environment for health supplement in both global and Hong Kong indicates positive growth, and health-conscious consumers will increase the demand for health supplement products after the pandemic. Nin Jiom Pei Pao Koa products are maintained competitiveness based on the company's solid operational structure and product variety to fit the market needs.

The suggestion was given to develop a new product to target the mass market segment to increase penetration rate. This new product, named Nin Jiom herbal drink, aims to make brand recall and enable consumers to make purchases more often. In order to make the new product successfully launch at the introduction stage of a product cycle, using social media platforms will be suggested. According to the finding, YouTube and Facebook are the most used platforms for female audiences between 23 - 44 years old. Therefore, using a advertising promotion element via these platform as well as other advertising event, such as celebrities concert is the most most effective way to reach the potential customers. By doing that, the new product have developed and the penetration rate will be increase, as well as company related product sales also increase. Which aligned with this study objective goal.

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