

## Putting Health into Your Hands: Owell Bodycare Pte Ltd



Owell Bodycare was established in year 2000 with the single-minded desire to ignite people's passion to take charge of their own health. Rather than start looking for a solution only when a health problem surfaces, the company aims to transform the conventional, passive mindset to a dynamic, self-directed one, where people take affirmative action that may delay or prevent the onset of these issues so that they can enhance their own well-being.

To this end, Owell Bodycare brings to its customers a range of healthcare products that are easy to use and highly portable. The products can be used anytime and anywhere – at home, at the office and even during travel. Innovative and effective, the equipment harnesses the best of eastern healthcare therapies and western technology.

Owell Bodycare's store personnel are trained to diagnose the customer's condition using proprietary health tools, after which they will recommend the most appropriate healthcare products for use. Managing a condition before it arises or worsens enables a person to "live healthily and enjoy life to the fullest," informed Mr Loh Nee Tong, Director of the company.

Owell Bodycare reaches out to its customers through various ways including traditional channels like print, TV and radio advertising, and the online platform. As it continues to expand, the company approached the UOB-SMU Asian Enterprise Institute (AEI) to audit its marketing efforts, and in particular, to recommend strategies to raise the desirability of its MedicFlow Mini to a younger and sportier target group. A team of three student-consultants, supervised by an industry veteran and supported by the Institute, undertook the project.

### Living a full life

Owell Bodycare belongs to an industry that is populated by a few bigger and more well-known brands. Especially in a small and saturated domestic market, it needs to differentiate itself so as to stand out from the competition. The student-consultants reviewed the industry, ascertained the trends, the company's standing vis-à-vis the industry and among its existing and potential customer base, and customer perception of the brand including the MedicFlow Mini product.

Using proven scientific methodologies, the primary research was conducted via an online survey and product-testing interviews. The research provided relevant insights on the popularity of social media platforms, consumers' willingness to purchase, reasons for purchase and competitor analysis. As Owell Bodycare operates several physical stores, the team substantiated its primary research using in-store observations and mystery-shopper techniques. The SWOT analysis and Porter's Five Forces were used to garner further information in the secondary research.

The qualitative and quantitative data revealed that Owell Bodycare differentiates itself in the domestic market by its commitment to customers, and the belief that good health must come from within. This affirms their tagline, "putting health into your hands". Thus, the student-consultants centred their proposals on this motto.

### From the inside out

Owell Bodycare's existing marketing strategies – digital marketing, traditional marketing, and customer in-store experience – continues to be relevant, but they require a revamp so that the company can better position itself as a leading health and body care provider. This was according to the student-consultants' analyses of the data garnered.

The consulting team recommended the use of digital social media, such as Facebook and online influencers, as the best way to connect with the target audience, especially with regard to MedicFlow Mini. In terms of traditional marketing, more can be done with the existing storefronts so that they can attract more walk-in customers. Once they step in, a good in-store experience has the potential to convert browsers into buyers and loyal customers.

In their report, the student-consultants provided comprehensive plans to strengthen each marketing strategy in order to meet the client's objectives. Feedback from the client was positive, and it was "still looking through and planning how to transit from the recommendations stage to actual implementation," said Mr Loh.

### **Empowering wellness**

The use of methodological and scientific approaches – the hallmark of the SME Consulting Programme – provided the data on which the student-consultants based their recommendations. "The scientific approach is an excellent method as it shows us that the theories and recommendations are backed by actual quantitative and qualitative data. They are well-thought out and based on facts and figures," acknowledged Mr Loh.

When the company first approached the Institute, it was looking to discover the "latest business knowledge, trends and ideas, and understand how these can be applied in our actual business operations," said the Director. "We have met our set objectives." While the company is considering the other recommendations, it has begun emphasising product education – a key proposal from the student-consultants.

The student-consulting team wanted to "apply the theories and skills we learnt in class in a real-world context," said Jia Wei. "At the end of the project, we learnt much more than we expected," shared Yun Zhen. As the project involved a "real company and not a hypothesised one, we had to ensure that the solutions we provided were practical and feasible, as they could lead to potential gains or losses for the company if employed," added Shanice. They were of one mind that they "had gained a lot of experience that would help us when we enter the workplace". The team was grateful for Project Advisor Mr Joseph Thum's patience and mentorship. On his part, Mr Thum gave credit to his charges for their "useful, comprehensive and relevant piece of work that covered various important aspects of research".

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