

## Article

# Marketing Planning and Application of Health Care Products and Skin Care Products: an Example in Era of COVID-19 Epidemics

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**Abstract:** At the beginning of 2021, the Covid-19 epidemic became a pandemic around the world. In 2022, Taiwan entered the post-epidemic era. Taiwanese people went to drugstores to buy many healthcare products that can improve physical strength and immunity. In this study, we select three distinctive products from the drugstore products that consumers like to buy to compile a marketing plan. The research methods used in this study include Taiwanese cosmeceutical product market analysis, best and next best submarket analysis, and market competitor analysis. This study result provides several marketing financial budget sheets and shows that the execution time of the plan is six months. In the analysis of income surplus, the profit rate of each planned cosmeceutical product is about 27–30%, which is in line with the company's desired revenue amount.

**Keywords:** Drugstore Marketing, Marketing Plan, Post-epidemic Era

## 1. Introduction

At the beginning of 2021, the Covid-19 epidemic became a pandemic around the world. In 2022, Taiwan entered the post-epidemic era. Taiwanese people went to drugstores to buy large quantities of anti-epidemic supplies, as well as many healthcare products to improve physical strength and immunity. In addition, in summer, people who love beauty use a variety of whitening products. In order to respond to the above-mentioned drugstore business opportunities, three distinctive products are selected from the drugstore products that people liked to buy to compose a marketing plan in this study. The planned products included in this study are Transino Whitening Pills from Daiichi Sankyo Pharmaceutical Co. Ltd., NATURE BOUNTY collagen gummy, and Morishita Rendan Crystal Ball Probiotics. For the first time, this project also includes a learning tour of visiting an environmentally friendly wind power plant, so that consumers can learn about green power generation while purchasing epidemic prevention and whitening products, and deepen consumers' attention to green energy.

## 2. Methods

### 2.1. Market Analysis of Taiwan Cosmeceuticals Industry

Japan's Daiichi Sankyo Pharmaceutical Factory's Transino whitening pills are a hot-selling product in the Japanese cosmeceutical market. Nikkei Veritas Weekly (2017) has analyzed that the reason is that Daiichi Sankyo Pharmaceutical Factory first developed a rumored product in 1998. In 2016, L-Cysteine was added to the Transino whitening pills to enhance the metabolism of skin spots. After being purchased by Taiwanese people in Japanese drugstores in recent years, the good effect after use has been passed down by word of mouth, forming a high-quality reputation and selling in large quantities.

NATURE BOUNTY collagen gummy is produced by NATURE BOUNTY Co. Ltd., which was founded in 1971 in the USA, and it is an excellent company recognized by the National Nutritional Foods Association. According to scientific research (Shinmaz, 2022), women may lose 2.5 times more collagen than men due to factors such as menstruation, fertility, and sunlight aging. Collagen can effectively improve hair health and skin care. This flavored gummy is suitable for consumers who love beauty but are afraid of the strange smell of collagen (Nature's Bounty, 2022). In the Taiwanese market, the product is currently only sold in Costco chain stores, and the marketing channels are very limited.

Morishita Rendan Company, founded in 1893, developed the patented crystal ball technology in 1998 to make the survival rate of probiotics reach 90%. Morishita Rendan Crystal Ball Probiotics has been the sales champion in Japan's probiotics market for 25 consecutive years from 1998 to 2022. It contains 5 billion Bifidobacterium, 1 billion lactic acid bacteria plus Oligo oligosaccharide, and the world-patented three-layer crystal ball coating technology makes functional components such as probiotics

not damaged by gastric acid and choline (Morishita Jintan Co. Ltd., 2022). However, it is not well-known in the Taiwanese market, and there are many well-known products that consumers can choose from.

## 2.2. Best and Next Best Submarket Analysis

### 1) Japan's Daiichi Sankyo Whitening Pills' best and next best markets

The best submarket of Japan's Daiichi Sankyo Whitening Pills is focused on young and middle-aged women, aged between 28 and 58 who are white-collar women and women in the service industry with a college degree or above, and their monthly personal income is between those with NT\$28,000 to 58,000, pay attention to health maintenance, and have a stable salary (Chan and Mansuri, 2016). Retired but with a good monthly income ranging from NT\$32,000 to 48,000, in addition to good health, mature women also pay attention to skin anti-aging care.

### 2) Best and next best submarkets for Nature's Bounty Collagen Gummies

The best submarket for Nature's Bounty Collagen Gummies is for males or females with a sweet tooth aged between 30 and 40 and with occupation in business, service industry, or housekeeping (Nature's Bounty, 2022) and personal monthly income between NT\$28,000 and 46,000. The next best sub-market customers for this product are those who are aged between 18 and 29, college students or newcomers, and whose monthly personal income is between NT\$12,000 and 28,000.

### 3) Best and next best submarkets for Morishita Rendan Probiotics

Morishita Rendan probiotics market focuses on the development of young and middle-aged women between 26 and 55, whose occupations are pink-collar and white-collar women with a college degree or above (JCER, 2022) and whose personal monthly income is between NT\$26,000 and 45,000. This group attaches importance to appearance maintenance and has a stable salary as the best sub-market target customer. In addition, the next best sub-market customer for this probiotic is young and middle-aged men aged between 28 and 45 years old and engaged in the business or service industry who have a high school or higher vocational education. Those with a personal monthly income of NT\$30,000 to 55,000 who can accept mid-to-high-priced probiotic products are customers for the next best sub-market.

## 2.3. Product Competitor Analysis

The first market competitor of Japan's Daiichi Sankyo whitening pill is Pola's White EX whitening pill, which contains the world's first whitening ingredient Blannol EX, but Pola's whitening pill lacks marketing activities in Taiwan, and the daily cost is NT\$33. Another competitor is Shiseido Pure White Whitening Pill, which can reduce dark spots and freckles and increase the whitening effect. It is produced by a well-known Japanese company and has a good brand image in Taiwan. The daily cost is NT\$43. The Daiichi Sankyo Transino Whitening Pill, contains high concentration of tranexamic acid and has a good whitening effect. It is an excellent product that Taiwanese consider purchasing when they go to Japanese drugstores before the epidemic. The daily cost is NT\$40.

The first competitor of Nature's Bounty Collagen Gummy is Australian Unichi Collagen Gummy which has zero sugar and zero fat and contains more anthocyanins. However, it adds marine collagen, which makes it easy for consumers who are allergic to seafood. Its daily cost is NT\$10. The second competitor is Innerfill Collagen Gummy from South Korea. This product has added small molecule collagen, and the packaging of the small bag is very convenient to carry. However, this candy is too hard to chew, and its price is cheap and only costs NT\$7 per day. The third competitor is called Beauty soft candy made by Taiwan Yimei Company, which adds hydrolyzed small collagen, and has many flavors to choose from. However, it would not be effective until eating 8 pieces per day, therefore it is inconvenient for busy consumers, the price is higher, and it costs NT\$16.

Competitors of Morishita Rendan probiotics include Kangerxi Lactobacillus from Puzhong Company. It is produced by the Taiwan Grape King Company. It is convenient to carry out in a single package, and its average daily cost is NT\$59. Another competitor is Vitabox Probiotics, which has the production technology to ensure sufficient antibiotics, and several online nutritionists provide free nutritional consultations. It is packaged in large capsules for children. Elderly people who have difficulty eating need to open the capsule first, which is inconvenient to use, and only costs NT\$25 on average. However, the capsule of Morishita Rendan probiotics is smaller and easier to swallow. It is produced by a well-known Japanese manufacturer, and the quality is more guaranteed. The average daily cost is NT\$32. The disadvantage is that the advertising exposure of this brand in Taiwan is still insufficient, and the marketing budget needs to be increased. Taking Taiwan as the object of analysis, the result of the best and next best submarkets analysis may only be appropriate to the Taiwanese market.

## 2.4. Innovative Product Marketing Strategy

Japan's Daiichi Sankyo Whitening Pills are not well known in Taiwan, so only a small number of consumers know about Sankyo Whitening Pills. Many consumers who want to brighten their skin will use a lot of whitening masks, but they may not all be effective. The new slogan is changed to "If the skin is not white after applying the mask, take Sankyo Whitening". This marketing

slogan can be used to stimulate consumers' willingness to switch, and consumers are willing to start trying Sankyo Whitening Pills through marketing techniques. Daiichi Sankyo's other competitors' products mostly use celebrity endorsement marketing and introductions from well-known beauty channels to attract consumers to buy. This product needs a novel marketing model, and it is necessary to first capture Taipei and New Taipei City customers with the most willingness to try. For customers in the northern city of Taiwan, it will be easier to remarket in the central and southern parts of Taiwan (Dilham, Sofiyah, and Muda, 2018). Daiichi Sankyo Whitening Pills can be advertised through drugstores next to well-known attractions in Taipei because there are many local tourists in lively areas. The tourist group can be marketed to increase sales by using advertising panels in the Ximending area and the 101 building for publicity. Consumers may feel that the price of whitening pills is too expensive and be reluctant to buy the normal version of 120 pieces worth NT\$2,400. They can sell small cans of 30 trial bottles so that consumers can feel at ease and not be overwhelmed by buying a large can at one time.

For the new product positioning of Nature's Treasure Collagen Gummy, a new concept is to allow customers to easily eat the product which has improved taste from the previous product. The innovative marketing slogan of this project is "Collagen to me, the more you eat, the more beautiful you will be". The company cooperated with the local Tingting pharmacy chain during the Covid-19 epidemic. Every purchase of two cans valued at NT\$1500, and 300ml disinfectant alcohol and antibacterial wipes were given, valued at NT\$150.

The most important selling point of Morisha Rendan Crystal Ball probiotics is that it maintains a 90% survival rate of viable bacteria. Most of them are promoted for middle-aged people and pregnant women who can use them with peace of mind. However, the current probiotics market has gradually become to have younger consumers, so the new user positioning needs to be developed for the young so that they can better understand these probiotics. The advanced crystal ball coating technology makes it easy to supplement live bacteria, which recommends changing the new product slogan to "good probiotics, there is good vitality, young and healthy every day" for attracting more new consumer groups.

Most of the marketing methods of the competitors of Morisha Rendan probiotics are to find artists to endorse, or to use product placement in TV dramas so that consumers have more desire to buy. It is suggested that this product needs more diversified marketing methods to attract the attention of consumers. Interesting short videos can be played through online advertisements and matched with local popular songs to increase the audience's impression of the product. If new consumers do not know which probiotic is appropriate for them among the three products, they can use the 0800 free of charge provided by the company telephone consultation, or choose a 1+1 price discount promotion. With the discount promotion., two products with different functions are offered, therefore consumers can find more suitable products.

### 3. Results

#### 3.1. Marketing Financial Budget

In this study, the following marketing budget was prepared for Transino Whitening Pills as shown in Table 1.

**Table 1.** Marketing budget for Transino Whitening Pills

Item	Unit price (NT\$)	Quantity	Actual expenditure (NT\$)
Advertising billboards in Taipei 101, etc.	150,000/month	4 billboards, Banqiao City Hall, and Yizhong Street	150,000 x 4 billboards x the first 2 months = 1,200,000
Wind power plant tour fare and tour insurance	10,000/bus, 40 insurance/person	100 people	10,000 x 2 buses + 40/person x 100 people = 24,000
Instagram ads	100/1,000 times	400,000 times (in the next 3 months)	100 x (400,000/1,000 times) = 40,000
Youtuber/Internet celebrity	50,000/person	3 people	50,000 x 3 people = 150,000
Tingting drugstore entrance rent	2,000/4 hours	2 days, 5 stores in New Taipei and Taipei City	2,000 x 5 stores x 2 days = 20,000
Tingting drug store member message	1.14/message	1.14 x 5 stores x 700	1.14 x 5 stores x 700 message = 4,000
Part-time worker salary	170/hour/ person	3 people/day, total 12 weeks	170 x 5 hours x 3 people x 12 = 30,600

Table 1. cont.

Setup fee and hosting fee	2,000/2 events/person	Setup fee 2,000 x 5 stores	2,000 x 5 stores x 2 days+ 2,000 x 5 stores =30,000
Trial package	30/3-day supply	200 packages/store	30 x 200 packages x 5 stores= 30,000
Other expenses	6,000	5 stores	6,000 x 5 stores= 30,000
Total expenses		1,558,600	
Gross profit rate approx. = (2,030,400- 1,558,600)/1,558,600= about 30.3%			

The method of estimating the surplus of whitening pills is as follows. The price of each can of 240 whitening pills is NT\$1,200, and the sales volume of the 30 branches of the Tingting drug stores plus the online stores is estimated within six months. A total of 940 cans can be sold each month for six months. When a total of 5,640 cans are sold in 6 months, the net profit per can after deducting the cost of each can of NT\$360, the 6-month operating profit is NT\$2,030,400, and the total marketing expenses are deducted by NT\$1,558,600. The net profit before tax is NT\$471,800, and the gross profit margin is about 30%. The following financial budgets were prepared for Nature's Bounty Collagen Gummy, as shown in Table 2.

Table 2. Financial budget for Nature's Bounty Collagen Gummy

Item	Unit price (NT\$)	Quantity	Actual expenditure (NT\$)
Costco fudge tasting (100 servings per session)	10	100 servings/day, 14 days	10 x 100 x 14=14,000
Internet celebrity sponsored post	10,000/person	3 people (named Yugan, An Jiu Mi, Xiao Bei Jiang)	10,000 x 3=30,000
Internet celebrity unboxing post	35,000/ person	2 people (named Flamulina, RiceandShine)	35,000 x 2=70,000
Place ads in online programs	NT\$1,000	30 times/month	1,000 x 30=30,000
Gift coupon	100/coupon	500 coupons	100 x 500=50,000
Tingting Cosmeceutical Online Shopping Coupons	100/coupon	500 coupons	100 x 500=50,000
Free anti-epidemic alcohol and wet wipes from Tintin drugstores	150/copy	100 copies/store, 5 stores	150 x 500=75,000
IG ads (native ads)	60/time	100 times/30 days	60 x 100 x 30=180,000
FB ads	7/time	100 times/30 days	7 x 100 x 30=210,000
Fees for opening an online store (e.g. Blog, Shopee)	40,000/store	4 stores	40,000 x 4=160,000
Online store maintenance fee	5,000/month	4 stores /6 months	5,000 x 4 x 6=120,000
Total expenses			989,000
Gross profit rate approx. = (1,260,000-989,000)/989,000= about 27.4%			

The earning profit rate of collagen gummies is estimated as follows. The price of each can of gummies is NT\$750. The sales volume of Costco branches plus online stores is estimated in half a year is 1,050 cans per month. After being multiplied by the promotion period of 6 months and by the net profit of NT\$200 after deducting the cost of each can, the 6-month operating profit is 1,260,000, and the total marketing expenses are deducted by NT\$989,000. The pre-tax net profit is NT\$271,000, and the gross profit margin is about 27.4%. The following marketing budget was prepared for Morisha Rendani probiotics, as shown in Table 3.

Table 3. Marketing budget for Morisha Rendani Probiotics

Unit: NT\$ ( )

Item	Unit price (NT\$)	Quantity	Actual expenditure
IG advertising (900 for 1000 times)	Native advertising: 900/month dynamic ad.: 1800/month	Native ads and limited-time dynamic ads (4 months)	900 x 4+1800 x 4=10,800
FB advertising	CPC each time / 5	2400 release throughout p.a	5 x 2400=12,000

Table 3. cont.

Internet celebrity commodity industry accompanying text	IG: Guan Shaowen 35,000/article, FB: HOOK 30,000/article	IG graphic text: 2 FB graphic text: 2	IG: 35,000 x 2=70,000 FB: 30,000 x 2=60,000
Youtuber shoots a video for sell	Qianqian: 100,000 Lulu: 100,000	1 videotape per person	100,000+100,000=200,000
Internet celebrity PR products	Original price 1200/box	25	1200 x 25=30,000
PR product postage	100	25	100 x 25=2,500
Physical promotion activities - host fee	TVBS anchor Zheng: 100,000, singer Luo: 150,000, comedian Caiga: 100,000	a total of 6 sessions in North, Central and South Taiwan	(70000+100000+80000) x 2=500,000
Dining expenses	170/each	6 games total 120/person	90people x 170=15,300
Stage lighting fee	100,000/field	9 games	80000 x 6=480,000
Event gasoline and insurance money	North: 1,800/field, Central: 2,700, South:3,500/field	2 each in North Central and South Taiwan	(1800+2700+3500) x 2=16,000
Sweepstakes gift	200	20 copies per game x 6	200 x 120=24,000
Commodity trial pack	15	6 sessions x 200 copies	15 x 1200=18,000
Work-study fees	600/3 hours/person	12	600 x 12=7,200
Color flyer printing and distribution fee	5/sheet	400 sheets x 6 games	400 x 6 x 5=12,000
Total expenses		1,457,800	
Gross profit rate approx.= (1,869,000- 1,457,800)/1,457,800= about 28.2%			

We estimated the income of Morisha Rendan probiotics as follows. The price of each box of 30 packets is NT\$1350, the sales volume of the different online stores is estimated for half a year, and a total of 890 boxes can be sold per month. Multiplied by the promotion period of 6 months and then by the net profit of NT\$350 after deducting the cost of each box, the 6-month operating income is NT\$1,869,000, and the total marketing expenses are deducted by NT\$1,457,800. The pre-tax net profit is NT\$231,200, and the gross profit rate is about 28.2%.

The estimates of the collected data are based on an observation period of 6 months. If the period is longer than 6 months or even longer, the profitability of the commodity will be different. The above financial analysis is only the assumption under ideal conditions. If Taiwan's local economic growth rate declines in 2023, the profitability of commodities will decrease accordingly. As we take Taiwan as the object of analysis, the financial results may only apply to Taiwan, and are not fully applicable to other regions in Asia.

In May 2022, Taiwan happened to have a rotating power outage, and people discussed whether Taiwan's electricity supply was sufficient. In view of the fact that many consumers do not know much about green and environmentally friendly wind power generation in Taiwan, this research is the first time to include a tour of green and environmentally friendly wind power plants in the marketing planning. As long as consumers buy a set of two bottles of Sankyo Whitening Pills, the Daiichi Sankyo Pharmaceutical Co., Ltd., the tour fee and insurance are paid to allow consumers to visit the interior of the Miaoli Houlung Environmental Protection Wind Power Plant for free with a limit of 100 people for two tour buses. Taiwan Power Company personnel will explain the internal equipment of the wind power plant and the contribution of wind power to environmental protection and Taiwan's energy. Consumers can get on the tour buses to enjoy an intellectual journey of whitening and environmental protection, deepening consumers' attention to green energy, and enhancing the practice of green marketing in this study.

#### 4. Conclusions

The three marketing plans for cosmeceuticals are based on the consumption environment in Taiwan as the main source of data. Each plan has products for health and skin whitening in the post-epidemic era. For the first time, a learning trip to visit a green wind power plant is included. That is, the Daiichi Sankyo Pharmaceutical Factory will pay for the tour fare and insurance for up to 100 customers for a total of two tour buses. Consumers can visit the interior of the Houlung Wind Power Plant for free, and then the Taiwan Power Company staff will explain in depth.

Based on the market analysis and competitor analysis in the planning book, we propose innovative marketing strategies and match the government's epidemic prevention strategy to give consumers different epidemic prevention and sterilization products to increase the sales of the three products. The execution time of this project is six months. In the analysis of revenue surplus, the profit rate of each project cosmeceuticals is about 27–30%, which is in line with the company's desired revenue amount. This is practical training for marketing planning, and it is expected that this marketing planning can be practically implemented and applied in the industry.

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