

## SWOT Analysis: Yakult Case Study



**What is Yakult?** A fermented (undergoes a chemical change) milk drink that contains a high amount of unique beneficial bacteria called Lactobacillus. Yakult helps to maintain a healthy balance of good bacteria in our intestines. It helps to outnumber the bad bacteria, which can be potentially harmful.

<p><b>1. Strengths:</b></p> <ul style="list-style-type: none"><li>✓ It is well established in Asian countries and known to be popular among Asian communities in Australia.</li><li>✓ It is targeted at everybody, using the slogan "Every body. Every day."</li><li>✓ Australians have embraced healthy lifestyles and see products like Yakult as having a place in their diet.</li></ul>	<p><b>2. Weaknesses:</b></p> <ul style="list-style-type: none"><li>✓ It needs to be refrigerated, so some outlets would be unsuitable.</li><li>✓ The small size of Yakult means it is not visible amongst other refrigerated products in some refrigerators.</li><li>✓ People are confused about its packaging size.</li></ul>
<p><b>3. Opportunities:</b></p> <ul style="list-style-type: none"><li>✓ To be included as part of the breakfast menu in hotels or fast food outlets.</li><li>✓ The advertising campaign using the Yakult cartoon character, which is already well established. The cartoons can be used to appeal to children.</li><li>✓ Adding Yakult to other foods, for example, milkshakes.</li></ul>	<p><b>4. Threats:</b></p> <ul style="list-style-type: none"><li>✓ A number of other probiotics foods are on the market in a form more recognisable to the public e.g. yoghurt containing live bacteria.</li></ul>