

Turnaround Strategy for CellMaxx

**Shifting narratives from MLM to Science-Backed
Wellness Company**

BrandHack Associates



Market Challenges

- Transition from MLM to retail
- Lack of existing retail consumer base
- Need to establish trust in a non-MLM market
- Repositioning product with a new narrative

Dormant Desire Strategy

- **Identify unspoken consumer wellness needs**
- **Connect product benefits to deep emotional triggers**
- **Position CellMaxx as a must-have for longevity & self-healing**

Category Design: Creating a New Market

- **Define 'Stem Cell Nutrition' as a unique category**
- **Establish CellMaxx as the category king**
- **Differentiate from vitamins & supplements**
- **Own the language & perception of stem cell activation**

E-Commerce Sales Funnel

- Traffic Generation: Paid ads, SEO, Influencer marketing**
- Lead Capture: Free trials, quizzes, email opt-ins**
- Conversion: Education-based selling, trust signals**
- Retargeting & Upsells: Subscription & loyalty programs**

Influencer & Social Media Strategy

- **Target micro-influencers in wellness & fitness**
- **Focus on authenticity & organic storytelling**
- **Community building via engagement & UGC**
- **Drive brand awareness & credibility**

Live Host, Marketplace & Social Media Strategy

- **Introducing live-hosts in social media & marketplace**
- **Focus on authenticity, transparency & organic storytelling**
- **Community building via engagement & UGC**
- **Drive brand awareness & social credibility**

Branding & Messaging

- **Shift narrative from MLM to science-backed wellness**
- Transparent & fact-based communication
- Highlight research & certifications
- Remove all MLM-related language*

Customer Acquisition & Retention

- Subscription model with retention strategies*
- Referral program to encourage organic growth
- Customer onboarding for product education
- Loyalty program to increase repeat purchases

Budget Allocation

- Digital Ads: 50-60%
- Content & Influencers: 15%
- Website Optimization: 10%
- Branding & PR: 5%
- Retention & Loyalty: 5%

KPIs & Success Metrics

- Website Traffic & Conversion Rates
- Customer Retention & Subscription Rate
- Influencer Engagement & Social Media Growth
- Revenue Growth & Market Share

Implementation Timeline

Phase 1: Research & Rebranding (Month 1-2)

Phase 2: Soft Launch & Influencer Seeding (Month 3)

Phase 3: Full Launch & Lightning Strike (Month 4)

Phase 4: Optimization & Scale (Month 5-6)

Phase 5: Long-Term Growth (Month 7-12)

Manpower Planning.

Core Teams & Responsibilities

- *Leadership & Strategy Team: Directs overall execution*
- *Branding & Content Team: Shapes messaging & content*
- *Influencer & Performance Marketing: Drives demand*
- *Sales & Customer Success: Ensures retention*
- *Logistics & Finance: Manages operations & cost control*

Leadership & Strategy Team

- Project Director: Oversees execution
- Marketing Director: Leads branding & advertising
- Category Design Lead: Establishes CellMaxx category
- E-Commerce Lead: Optimizes online sales
- Project Manager: Manages timelines & execution

Branding & Content Team

- Branding & Messaging Strategist: Develops brand identity
- Content Writers: SEO & marketing copy
- Graphic Designer & Video Editor: Visual content
- Social Media Manager: Engages & manages community

Influencer & Performance Marketing Team

- Influencer Marketing Manager: Finds & partners influencers
- Paid Ads Specialist: Runs ad campaigns
- Email Marketing & CRM Manager: Nurtures leads & retains customers

Sales & Customer Success Team

- E-Commerce Customer Support: Handles inquiries
- Customer Success & Retention Lead: Drives repeat purchases

Live Hosts Team

- Social media & marketplace live hosts: Generate daily sales & handles inquiries
- Customer Success: Drives daily purchases

Logistics & Finance Team

- Supply Chain & Fulfillment Manager: Oversees inventory & shipping
- Financial Controller: Manages budget & ROI tracking

Outsourcing vs. In-House Strategy

- **Outsource:** Paid Ads, Design, Customer Support
- **In-House:** Key branding, e-commerce, & retention roles
- **Hybrid Model:** Influencer management & content creation

Hiring & Staffing Timeline

Phase 1 (Month 0-2): Leadership, Branding, Initial Content

Phase 2 (Month 3-4): Social Media, Influencer, Soft Launch

Phase 3 (Month 5-6): Full Marketing & Customer Support Scaling

Phase 4 (Month 7-12): Optimization & Growth

Manpower Cost Breakdown

- Leadership & Strategy: RM15K-20K/month
- Branding & Content: RM8K-12K/month
- Influencer & Ads: RM12K-18K/month
- Sales & Customer Support: RM7K-10K/month
- Logistics & Finance: RM5K-8K/month

- Total Estimate: RM45K-RM68K/month

Scalability & Budget Control

- Monitor CAC & ROI: Ensure ad efficiency
- Leverage AI & Automation: Reduce manual costs
- Adjust Hiring Based on Revenue Growth: **Scale as needed**

Financial Budget.

Budget Allocation Overview

- **The project requires structured budgeting across different functions.**
- Training & Development is included to upskill key personnel.
- Budget divided into Quarterly & Annual projections for better financial control.

Quarterly Budget Breakdown

- Q1: RM209,000
- Q2: RM231,000
- Q3: RM253,000
- Q4: RM276,000

Total Annual Budget: RM969,000

Category-wise Budget Allocation

- Leadership & Strategy: RM270,000 annually (RM22,500 monthly)
- Branding & Content: RM150,000 annually (RM12,500 monthly)
- Influencer & Ads: RM252,000 annually (RM21,000 monthly)
- Sales & Customer Success: RM125,000 annually (RM10,420 monthly)
- Logistics & Finance: RM94,000 annually (RM7833 monthly)
- **Training & Development: RM78,000 annually (RM6,500 monthly)**

Key Budget Considerations

- Leadership & Strategy: Ensures project alignment & execution.
- Branding & Content: Builds category leadership & brand positioning.
- Influencer & Ads: Drives awareness & customer acquisition.
- Sales & Customer Success: **Focuses on retention & conversions.**
- Logistics & Finance: Supports fulfillment & operations.
- Training & Development: Ensures team competency & effectiveness.

Training & Development Budget

- Workshops & External Courses: Upskilling in e-commerce, digital marketing & leadership.
- Internal Training Programs: Product education, influencer relations, and customer service.
- Technology & AI Training: To optimize automated sales funnel & CRM tools.
- Annual Allocation: RM78,000 (RM15,000 - RM25,000 per quarter).

Financial Optimization Strategies

- Monitor ROI: Ensure marketing spend leads to sustainable growth.
- Adjust Based on Performance: **Shift funds based on high-impact areas.**
- Optimize Training Costs: Use hybrid training models (internal & external experts).
- Leverage Automation: Reduce manpower costs in CRM & customer service.
- Scalability in Hiring: **Increase personnel only as demand grows.**

Financial Projection.

- Retail Price is set at RM98/box.
- Projection is set based on ONE killer product concept.
- 1 avatar - 1 channel - 1 product

Revenue Growth with Premium Pricing

- Projected revenue increase from RM7.37M to RM12.90M in 5 years.
- Higher margins ensure stronger financial sustainability.
- **Subscription model remains key for recurring revenue.**

Key Financial Metrics

- Gross profit rises from RM6.48M to RM11.33M.
- Net profit grows from RM2.32M in 2025 to RM4.13M in 2029.
- Premium pricing strategy strengthens brand positioning.

Marketing & Operational Costs

- **Operating Expenses: Scales with revenue growth.**
- **Marketing Budget: Set at 15% of revenue to drive customer acquisition.**
- **RM100K R&D investment annually to enhance product innovation.**

Projected Profitability

- Higher price allows for increased reinvestment.
- **Brand perception remains strong due to premium pricing.**
- Subscription sales ensure long-term revenue stability.

Financial Optimization Strategy

- Leverage higher margins for better brand authority.
- **Maintain premium positioning while offering value-added incentives.**
- Use strategic pricing psychology to sustain customer acquisition.

Conclusion

A structured turnaround plan to establish CellMaxx as the leader in stem cell nutrition