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MGT345 OPERATION MANAGEMENT

GROUP ASSIGNMENT: HORLICKS

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1.0 ACKNOWLEDGEMENT

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Our group assignment will choose Horlicks as our product life cycle. This is because Horlicks is one of the most popular drinks at period time ago which contain more iron, calcium and vitamin which are needed for our body. In other word, it is one of malted chocolate drink that can avoid from starving. So, it is not weird if the Horlicks are chosen at a time ago.

2.0 INTRODUCTION

Horlicks is a type of milk-based drinks hot malt which was founded by two British-born siblings, William Horlick (1846 – 1936) and his brother James (1844 – 1921) from Gloucestershire, England. Horlicks has been marketed and manufactured by GlaxoSmithKline which is Consumer Healthcare in the United Kingdom, South Africa, Pakistan, India, and Jamaica and under license in the Philippines and Malaysia. In addition, James is a chemist and has worked in a company that produces dry food for babies. William Horlick, the younger brother James also had immigrated to America in 1869. In 1873, James has decided to join his brother in Chicago. And in the same year, they started their own company, namely (J & W Horlicks) to make malted drinks. James and William Horlick have called their product as “Diastroid” as well as their advertising slogan of “Horlicks Infant and Invalids Food”. In addition, the basic ingredient for horlicks is such as malted barley, wheat flour and evaporated milk. The good things is that nowadays, horlicks is available in many flavors including original, chocolate, banana, and also strawberry.

In year 1875, James and William Horlicks moved to Racine, Wisconsin because they have to move to a bigger place to promote their products. Therefore, their new factory is a small one-storey wooden building with seven windows on each side. Next, on June 5, year 1883, William Horlick and James has given a total of 278 967 patents and the first malted milk patent for their ability to mix malted beverage powder with the hot water. Then, in 1890, James has returned to London to set up offices there and manage to import their products from the United States. In 1906, a very large demand from the United Kingdom to allow horlicks set up their own factories there. While in 1908 completed construction of its first factory United Kingdom in Slough, Berkshire and baron was made by James in 1914. Then, late in 1921, James died and the company was divided into two and it was given the responsibility to James son for all over the world except in America because in America, William continue to manage their companies there.

In 1930, Horlicks has dropped from the product description phrase “malted” and in 1935 it was opened in Australia horlicks to supply Australia and New Zealand. Later, in 1936, William died faithful; he is ninety years old and British company horlicks buys out American horlick in year 1945. Furthermore, in 1955, horlicks powder has been exported to India for

2.2 PRODUCTS LIFE CYCLE

Introductory Stage

Early stage, Horlicks a brand was established before 6 decades back in 1960. Horlicks is one of world favorite drink among people. Early introduction, people will not aware about the existence of the products. It took several years and lot money to establish the product in market. Over the year horlicks some out with variety choice of it products such as 3 in 1 drink, easy carry such as pack in bottle.

Growth Stage

At this stage, the products gain more profit and meet the competitors. To compete with the competitors, the brand will spend more money for advertisement. And also, the brand will start sales about the product, for example buy one free one. The brand will coming with new packaging and new ingredients and improve the formula. This will make the customers excited to try.

Maturity Stage

At this stage, maturity stage is continue to grow but at a declining rate because of many competing products is already available in the marketplace. For Horlicks, in terms of product quality, Horlick has won the trust of users or consumer and get a better label than its competitors. At this stage, Horlick get better label by using slogans as “Taller, Stronger, Sharper” which became an influence on the initial user for years.

Decline and Obsolescence

Decline and obsolescence stage is situation such as to survive, company must create new products to replace dying products. For Horlicks, they have not yet reached the stage of decline. However, other competitors such as Milo, Vico, Cadbury and Oligo Coco enabled and offer competition to Horlicks where it can cause decline.