



THE INTERNATIONAL MARKETING MIX OF GANO EXCEL

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This case was written by Ooi Shir May and Afifah Alwani Ramlee, Universiti Utara Malaysia. It is intended to be used as the basis for class discussion rather than to illustrate either effective or ineffective handling of a management situation.

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Introduction

It was in November 2020 when Mr Leow Soon Seng, the founder of Gano Excel met his general manager in his Ganoderma plant in Jitra, Malaysia. 8 months after Covid-19 had been widespread in Malaysia the demand for company products especially the Ganoderma coffee increased as people were more health conscious and required health care product to boost their immunity, to prevent or recover from major disease. Mr Leow wanted to review their marketing planning and strategies to ensure they met the demand and sustained their business in this pandemic. *'The man who moves a mountain begins by carrying away a small stone'* (Confucius). This is the maxim by which Mr Leow lives. He believes every success begins with a small step. His business journey arose from his own hobby of planting orchid flowers when he was a teenager. Both Mr Leow and his mother love orchid flowers. They are both very passionate about growing orchids. However, Mr Leow never imagined that his hobby would subsequently transform his life into that of an entrepreneur. Mr Leow was extremely eager to find a way to grow his orchids quickly. Initially, he had to wait for the mother plant to grow old and die. He had to use orchid rooting powder, crossing the orchids so that he could grow unlimited generations of orchids. He began using the tissue culture technique rather than crossing the plants so that the new plant would retain the same characteristics as the mother plant and an unlimited number of small plants could be nurtured. This technique proved to be successful. One day, approximately 35 years ago, Mr Leow's brother, who works as Chinese acupuncturist, stated the following:

Leow, there is a company from Taiwan selling a plant called Ganoderma. Do you know that they sell it for more than US\$25 just for a small portion and this plant is very useful for medical purposes, especially to treat cancer patients? I think you should take this opportunity to integrate the knowledge and techniques that you use for growing your orchids to plant Ganoderma. People have to use high doses of Ganoderma to treat their illnesses, especially cancer patients, and the high humidity in Malaysia facilitates the growth of Ganoderma. This would definitely be a good business for you.

Consequently, without wasting time, Mr Leow began experimenting with how to plant Ganoderma. His trial-and-error experiments took approximately 8 years. Time passed and his knowledge of Ganoderma planting techniques increased day by day. Finally, his efforts were rewarded when he eventually discovered the best method for growing Ganoderma with a success rate of over 90%.

Company Background

Gano Excel was created in 1995 by Mr Leow with the intention of touching and changing the lives of people around the world. The company is a leading network marketing company offering effective and meaningful fast moving consumer goods which are globally focused on healthcare. The company name derives from the Latin root 'Gano'. The mission is to excel at promoting and selling the goodness of Ganoderma. The company has received a number of awards and recognition. They have the world most significant organic and natural ganoderma plantation, which reaches Pekan Asun, Kedah and internationally recognized Good Manufacturing Practices (GMP) factory with their food safety assurance system with HACCP, MESTI and ISO 9001/2000 accreditation. The company has obtained HALAL certification to sell to Muslim markets and registered under Direct Selling Association of Malaysia.

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