

Eu yan sang swot analysis

Business



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Introduction Eu Yan Sang was founded in 1879 by a young man, Eu Kong. Eu Kong came from a small village in Guangdong, a state of southern China in 1873. Eu Kong opened his first shop in Gopeng, Perak in Malaysia with the name Yan Sang, which provide the nature Chinese medicines for tin mine coolies. Yan Sang is made up by the words “ Yan” and “ Sang” . “ Yan” is mean merciful, kind or sympathetic in Cantonese dialect and “ Sang” is mean birth, live or livelihood while “ Yan Sang” is clearly define as caring for mankind.

In 1910s, Yan Sang had begun its operation in Singapore, Hong Kong and China with the new brand name “ Eu Yan Sang”.

Today, Eu Yan Sang is an international healthcare and wellness company with a strong organization in Traditional Chinese Medicine. To be a leader in Traditional Chinese Medicine manufacturer in Asia, Eu Yan Sang have produce and trade the traditional Chinese medicine and herbs in Australia, China, Hong Kong, Macau, Malaysia and Singapore. It is known by many since it is the trusted brand name of the Traditional Chinese Medicines industry. Besides that, they also operate clinic service in Singapore, Hong Kong and Malaysia.

Nowadays, Eu Yan Sang have more than 300 outlets and almost 30 clinics in these countries. The mission statement of Eu Yan Sang is to care for mankind by helping our consumers realize good life-long health. The vision statement is to be a trusted, global leading integrative healthcare and wellness company with a strong foundation in Traditional Chinese Medicine. To achieve the mission and vision, Eu Yan Sang have developed the world’s first certification standard for traditional Chinese medicines herbs which <https://assignbuster.com/eu-yan-sang-swot-analysis/>

called the “ Eu Yan Sang Good Agronomic Practices for Herbs (EYSGAP-Herbs) Certification”.

This certification is used to guarantee the globe leading standards are maintained at the stages of growing, processing and retailing of traditional Chinese medicines herbs. On the other hand, Eu Yan Sang have promoted the quality Chinese herbs, Chinese Proprietary Medicines, as well as health foods and supplements.

It have offering more than 900 different types of products under the Eu Yan Sang brand name and sub brands and over 1000 different types of Chinese herbs and other medical products. Eu Yan Sang have divided its target market into a few segment which included children, teenagers, women, old folk and etc.