Subject: Analysis Report for Category Review

Dear Julia,

I trust this message finds you in good health.

I am delighted to inform you that we have successfully concluded our analysis of the category, with a primary focus on consumer behavior and the trial store layouts. Please find attached the comprehensive report for your consideration.

To provide a brief overview, our key findings include:

- Mainstream Young Singles & Couples continue to be the predominant customer segment for chip products.

- Promising opportunities have emerged within the segments of Young and Older Families.

- The introduction of the new store layout has notably contributed to improved trial store performance.

We are eager to delve deeper into these insights during our upcoming discussion scheduled for next week.

Warm regards,

Duong Nhat Thanh

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