

MARKETING MANAGEMENT

Assignment - 2-9

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(6)
In Thailand the leading brand for seaweed snacks is
Aokaeoi is biggest competitor is masita. They have
only 15% of market imagine your working in masita
you want to decide a idea. for improving masita
share.

You can choose either steal share or grow the
volume or grow the category and tell why you chose them.

GROWING THE CATEGORY:

Seaweed snacks are gaining popularity globally
as a healthy snack option. Promoting awareness of
seaweed's health benefits could expand the overall
category and attract new customers who might not
currently snack on seaweed. Partnering with influencers
launching sampling events, or educating consumers
on seaweed's nutritional value would help build the
category.