

Assignment - 6

In Thailand the leading brand for seaweed snack is Teokaenoi 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.

Grow 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.