## Assignment -6

In Thewland the leading brand for Seaward Grand Spracks is Teokaenoi is biggest Competitor is masita. They have only 15%. Competitor is masita. Your working in of market imagine. Your working in masita you want to decied a idea. For masita you want to decied a idea. For improving masita share

You can choose either steal shame or arow the volume or how the volume or how the category and tell why you chose then

Stealing Share:

Torokae anoi has a large lead,
So attracting some of their customers
would be the most immediate way to
grow Masita's Share. To do this, Masita
Could differentiate itself with unique
Could differentiate itself with unique
flavors, healthier ingredients or more
innovative packaging. Promoting Masita
as a Premium or healthier option could

appeal to health-conscious Consumers who may already like seaweed smacks but are open to strying a brand with added benefits. Black soft for of son but, more bushings is the subject of the state of mothetine men. It proportion sould will be to be to be the self