

Assignment - 6

In Thailand the leading brand for Seamed Snacks 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.

Stealing Share:

Teokaenoi 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 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 snacks but are open to

trying a brand with added benefits.

J.D.