

Assignment -6

in Thailand the leading brand for seaweed snacks is tao kaenoi is biggest competitor is masito. they have only 15% of market imagine you working in masito you want to do decide a idea for improving masito share.

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

As a marketer at masito, I would choose a focus on "grow the volume" strategy to improve masito's market share. Here's why:

Reasons for choosing "grow the volume" strategy:

1. untapped potential:

with only 15% market share masito has room to expand its customer base.

2. increasing demand:

Seaweed snacks are a growing trend in Thailand, driven by health-conscious consumers.

3. Competitive gap:

5.28 Tao kaenoi dominates the market, but masito can close the gap by increasing volume.