

ASSIGNMENT - 6

In Thailand the leading brand for Seaweed Snack in Toakaenoi is biggest competitor is Masita, They have only 15% of market imagine your working in masita you want to decided a idea for improving masita share.

You can choose either steal share or grow the value or grow the category & tell why you choose them.

Stealing share: Toakaenoi has a large lead, so attracting some of their customers would be 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.