

ASSIGNMENT - 6

In Thailand the leading brand for seaweed snack is sea korean is biggest competitor in market. they have only 15% of market. imagine your market in market you want to decide a idea for imitating market share.

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

stealing share:

Taokori has a large heard. so attracting some of their customers would be the most immediate way to grow market's share. To do this market could differentiate it self with unique flavour, health ingredients or more innovative packaging. Promoting market as a Premium or health option could appeal to health-conscious consumers who may already live sea weed snack but are open to trying a Brand with added health.