

Assignment 6

In Thailand the leading brand for seasoned snacks is Taskaero, its biggest competitor is Masito. They have only 15% of market. Imagine you're 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

Reason for choosing "grow the volume" strategy

1. untapped potential

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

Increasing demand

seaweed snacks are a growing trend in Thailand, driven by health conscious consumers

competitive gap

Taoka eroi dominates the market, but masita can close the gap by increasing volume.

S.S.S