

ASSIGNMENT-6

In Thailand the leading brand for seaweed snacks is Trakanoi is biggest competitor is Maista. They have only 15% of market. Imagine you working in Maista you want to decided a idea for improving Maista share.

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

Grow the category:-

Seaweed snacks are gaining popularity globally as a healthy snack option. Promoting awareness of seaweed's healthy benefits could expand the overall category and attract new customers who might not currently snack on seaweed. Partnering with influencers, launching sampling events or educating consumers on seaweed's nutritional value would help build the category.

5.2.5