

Assignment 6

In Thailand the leading brand for
seasoned. snacks is Tokachi is 50%
competitor is Masita. They have only 15%.
of market imagine your working in masita. You
Masita you want to decide. Side of
improving masita share.

You can choose either start share
or grow the volume or grow the
category or for why you chose them

Growing share

Tokachi has a large lead
so attracting some of their customers
would be the most immediate way to
grow Masita's share. To do this Masita
could differentiate itself with unique
flavors neither in ingredients or more
innovative packaging. Promoting Masita
as a premium or healthier option could

appeal to health-conscious consumers

who may already like several snacks

but are open to trying a brand

with added benefits.

5.8.2