

Assignment - 6

In Thailand the leading brand for seaweed snacks is Teokeonoi. Its biggest competitor is Masita. They have only 15% of market. Imagine you're working in Masita. You want to decide a idea for improving Masita share.

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

Stealing Share:-

Teokeonoi 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 flavours, 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.

3.24