

Assignment - 6

In Thailand the leading brand for Seaweed Snacks is Teekaenoi is biggest competitor. is masita. They have only 15% of market. Imagine you are working in masita you want to develop 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 that.

Stealing share.

Teekaenoi has a large lead, so attacking

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