

## Assignment-6

In Thailand the leading brand for Seaved Snacks is Taokaenoi is biggest Competitor is Masita. They have only 15% of Market imagine your working in Masita you want to closed 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:

Taokaenoi has a large lead so attracting some of their Customer would be the most immediate way to grow Masita's share. To do this, Masita could differentiate itself with unique flavor, healthier ingredients or more innovative packaging. Promoting Masita as a Premium or healthier option could appeal to health conscious consumer who may already the Seaved Snacks but are open to trying a brand with added benefits.