

## Assignment - 6

in Thailand the leading brand for Seaweed Snack is Tokeano in biggest Competitor in market they have only 15% of market imagine your working in market you cant to do decide a idea for improving market Share

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

As a marketer at market i would choose a four or grow the value "Strategy to improve market's market share

Here's why

Reasons for choosing "grow the volume strategies

1) untapped potential:

with only 15% market Share market now soon to expand its customer base

2) increasing demand:

Seaweed Snacks are a growing trend in Thailand driven by health conscious consumers

3. competitive job:

Tokeano dominates the market

but market can close the gap by increasing volume