

M ARKETING M ANAGEMENT

ASSIGNMENT - 2-9

J. D. J.

B. VENNILA

1P23MM020

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In Thailand the leading brand for seaweed snacks is Takaenoi is biggest competitor is Masita. They have only 15% of market imagine your 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:

Takaenoi 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, healthier ingredients, or more innovative packaging. Promoting Masita as a Premium or healthier options could appeal to health-conscious consumers who may already like seaweed snacks but are open to trying a brand with added benefits