

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

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

### Stealing share:

Toonkano 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 option could appeal to health-conscious consumers who may already like seaweed snacks but are open to trying a brand with added benefits.

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