















REPORT JAPANESE APPLE SAMPMLING – AT MAKRO THAILAND 2024 / 2025

by MF Concepts team

Numbers of pack sold (6 pcs/pack)

#	Month	Numbers of sampling session (days)	Toki	Orin	Sunfuji	Total	Average pack sold/day
1	Dec-24	108	4,825	-	-	4,825	45
2	Jan-25	51	328	1,349	79	1,756	34
3	Feb-25	95	181	1,801	1,359	3,341	35
Total		254	5,334	3,150	1,438	9,922	39

Approximated numbers of customers interested in our in-store sampling activities

#	Month	Numbers of sampling session (days)	Approximate numbers of customers engaged by our in-store sampling activities	Average interested customers/sampling day
1	Dec-24	108	17,700	164
2	Jan-25	51	8,600	169
3	Feb-25	95	15,150	159
Total		254	41,450	163

#	Topic	Positive comments	
1	Flavour	 The apple has a sweet flavor, fragrant, and tastes good. The flesh is juicy, and biting into it is refreshing. At first, some Thai customers thought the color was a bit green and assumed it would taste sour, but after tasting it, they realized it was sweet, fragrant, and delicious, so they bought some to take home. Many customers have never tried Japanese apples, but after tasting they felt it was sweet and fragrant, easy to eat, so they bought some to give as a gift. Many customers buy it because it's an apple from Japan. The elderly at home enjoy eating this variety because it's not too crisp, making it easy to chew. Children also like it because it's sweet and tasty." 	
2	Price	The price is reasonable, neither expensive nor cheap. At this price, it's worth buying real Japanese apples.	
3	Package	Many customers have tried it and returned to buy again, and they remember it by the bag.	

#	Topic	Some constructive comments.
	Flavour	 Some customers encountered a lot of bruised apples; they were afraid the apples won't last long and bruise easily. The apples are sweet and fragrant, but the flesh is not very crisp, and the skin is quite tough. Some customers prefer crisper apples. More senior customers hesitate to decide to buy because they are afraid of raising their blood sugar (diabetes)."
2	Price	The price is relatively high compared to other apple varieties.
3	Package	 The colour of Sugoi apple bag is very outstanding. Easy to find on the shelves. Customers remember the bag well.







DISPLAY

There were small posters, medium size posters, large size posters, flagliners, stickers, and some wobblers.

POSM DISPLAY









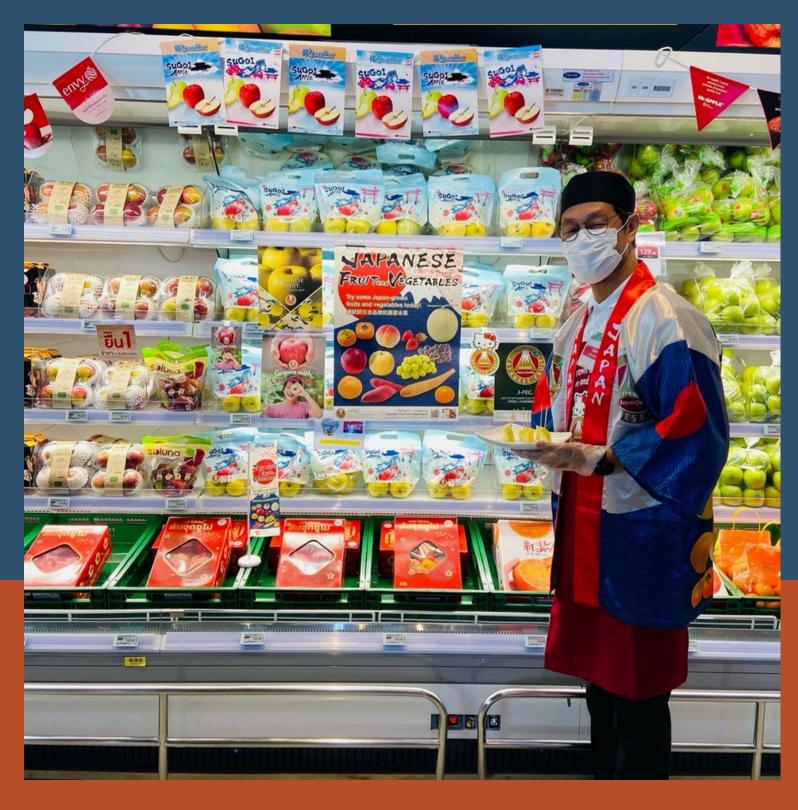


BEAUTIFUL DISPLAY WITH ANOTHER SET OF POSM

OUTSTANDING DISPLAY









THE MOST OUTSTANDING DISPLAY IN THE PRODUCE SECTION









STICKERS WERE PLACED ON THE SUGOI APPLE BAG



NORE DISPLAYS









TASTING





CUSTOMERS TASTING SUGOI APPLES RIGHT THERE AND MADE DECISION TO BUY.









SUGOI APPLES MOST LOVED BY SENIOR CUSTOMERS











THE LITTLE ONES ALSO LOVE SUGOI APPLES







WE HELP CUSTOMERS CHOOSE APPLES



SATISFIED CUSTOMERS







HANDLING OUT BROCHURES

















WE ALWAYS APPROACH CUSTOMERS, YET VERY HUMBLE.

THANK YOU

Should you need more information please feel free to contact us.

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