



รามอินทรา



แจ้งวัฒนะ



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สาทร



สัมมากร

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	<p>1. The apple has a sweet flavor, fragrant, and tastes good.</p> <p>2. The flesh is juicy, and biting into it is refreshing.</p> <p>3. 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.</p> <p>4. 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.</p> <p>5. Many customers buy it because it's an apple from Japan.</p> <p>6. 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."</p>	
2	Price	<p>The price is reasonable, neither expensive nor cheap. At this price, it's worth buying real Japanese apples.</p>	
3	Package	<p>Many customers have tried it and returned to buy again, and they remember it by the bag.</p>	

#	Topic	Some constructive comments.
1	Flavour	<ul style="list-style-type: none"> • 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	<ul style="list-style-type: none"> • The colour of Sugoi apple bag is very outstanding. Easy to find on the shelves. • Customers remember the bag well.





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เชียงใหม่ 2

DISPLAY

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

POSM DISPLAY



ล้มมากร



รามอนตรา



BEAUTIFUL DISPLAY
WITH ANOTHER SET
OF POSM



ศรีนครินทร์

OUTSTANDING DISPLAY





THE MOST
OUTSTANDING
DISPLAY IN THE
PRODUCE
SECTION



STICKERS WERE
PLACED ON THE
SUGOI APPLE BAG



MORE DISPLAYS





นครสวรรค์



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TASTING

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





SUGOI APPLES MOST LOVED BY SENIOR CUSTOMERS





เชียงใหม่



แจ้งวัฒนะ



THE LITTLE ONES
ALSO LOVE SUGOI
APPLES





นครินทร์



รามอินทรา



ลั้มมากกร

WE HELP
CUSTOMERS
CHOOSE APPLES



SATISFIED CUSTOMERS



HANDLING OUT BROCHURES



Sino



รามอินทรา



สาทร



WE ALWAYS APPROACH
CUSTOMERS, YET VERY
HUMBLE.



THANK YOU

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

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