Low Market Share Cause-effect Diagram

Customer
- Demand
  - Preference
  - Purchasing power

Advertisement
- Poor advertisement
  - No sense of brand
  - Short of intangible investment
  - Inappropriate advertisement strategy
  - Poor training
  - Lack of incentive

Personnel
- Insufficient salesmen
  - Poor training
  - Lack of incentive

Competitor
- Creative ADs
  - Imported oil
  - Not smooth

Channel
- Not enough sales channels
  - Not convenient for purchasing
    - (Most packages are big)

Customer
- Demand
  - Preference

Various promotion
- Flexible packaging
  - Not convenient for purchasing

Competitor
- Creative ADs
  - Imported oil
  - Not smooth