

# SAAMARIK

Unique Id

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# Monginis

- ▶ Thank you for giving me the opportunity to say about of **Monginis**.
- ▶ Monginis, the Indian cake shop, was founded in Bombay by two Italian brothers. In 1902, Messrs Mongini opened their restaurant and confectionery shop on Churchgate Street in Bombay as Mongini Ltd. In 1919
- ▶ Mongini expanded to Calcutta under the banner Mio Amore. after
- ▶ independence the ownership passed to Indian hands as the brothers left the country. They sold the business to Khuranas who kept it for some months and sold it to Khorakiwalla family. In 1958, Mongini's catering was taken over by the Khorakiwala family, and became Monginis Foods Private Limited. The family bought the space, actually, for Akbarallys, their departmental store.

Type	<a href="#">Private company</a>
Industry	<a href="#">Bakery</a> , <a href="#">Cakery</a> , <a href="#">Food Processing</a>
Founded	1958
Founder	Hussein Khorakiwala
Headquarters	<a href="#">Mumbai</a> , <a href="#">Maharashtra</a> , <a href="#">Maharashtra</a> , <a href="#">India</a> <sup>[1]</sup>
Number of locations	1000+ stores (2019)
Area served	<a href="#">India</a> <a href="#">Egypt</a>
Key people	Zoher H Khorakiwala ( <a href="#">chairman</a> ), Kumail H Khorakiwala (managing director), Idris H Khorakiwala (managing director), Quriash H Khorakiwala (managing director), Qusai Z Khorakiwala (managing director), Aliasger K Khorakiwala (managing director), Ebrahim Z Khorakiwala (managing director) , Murtaza Q Khorakiwala (managing director).
Products	<a href="#">Cakes</a> , <a href="#">Pastry</a> , <a href="#">Chocolate</a> , Savories, <a href="#">Confectioneries</a>
Number of employees	1000+
<a href="#">Divisions</a>	Bake and Cake Confectionery LLP
Website	<a href="#">monginis.net</a> (India) <a href="#">monginisbakery.com</a> (Egypt)

- ▶ We know that mongins are famous for his cake,pastry,chocolate etc.But know lot of good company came in market who make cake good cake
- ▶ Monginis should create a new product and reward individuals for increasing their sales. Man likes reward and he should get some reward every time.
- ▶ 3 Methord
- ▶ 1 Attention
- ▶ 2 Tregger
- ▶ 3 App

# Attention

- ▶ Attention Monginis must first get all the attention so that they can use the product and service by being influence the people.
- ▶ Education
- ▶ Education Monginis should also provide scholarship
- ▶ Festival time
- ▶ festival time Festival should be given discount from time to time, gift should be given. There should also be some lucky customer lottery system.
- ▶ quiz competition
- ▶ It is suggested to keep quiz competition near those shops which are going to have high sales. We can make and some free.provide
- ▶ celebration room
- ▶ celebration room...To provide celebration room birthday anniversary or party.LIKE CAFE

# Trigger

- ▶ What is the trigger ?
- ▶ The trigger should be such that the man starts to work by feeling in the mind.
- ▶ Trigger tells about the next action to take.
- ▶ There are 2 types of trigger
- ▶ 1 The external Trigger
- ▶ Something from out side that communicates about the action to take.
- ▶ 1 Paid trigger like add,sms etc.
- ▶ 2 Earned tigger like ppear activte ,campan ,event etc.
- ▶ 3 Relationship trigger family and friends refers you to use this product and service
- ▶ 4 own trigger person can see your logo or icon of products

## 2 Internal trigger

When a man pushes his brain, he calls it an internal trigger to work. Just as a man comes to a good movement, he uploads a selfie in these sagras, similarly Monginis should also update their product on Instagram.

# APP

- ▶ Monginis should create an app of their own and put a new offer in it all the time and also provide their food and service on other apps, Tomato Swaggy ETC and Monginis should make their app simple to use.also gifte sysem
- ▶ app Category
- ▶ Anniversary
- ▶ cakeBirthday
- ▶ cakeGift
- ▶ cake Etc



**Thank You**

The background features abstract, overlapping geometric shapes in various shades of green, ranging from light lime to dark forest green. These shapes are primarily located on the right side of the frame, creating a modern, layered effect against the white background.