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Brand Revival Strategy for brand- Monginis



New positioning platform –

**Baking happiness, making
memories !!**

Introduction to Monginis

- Early in the 19th century, two Italian brothers ran a catering service in Mumbai's which was popular with the city's European residents. In 1958, Monginis catering was taken over by the Khorakiwala family, and became Monginis Foods Private Limited.
- In 1971, the company adopted the franchise model of business, with a stated emphasis on localized production for local tastes.. It also models itself on the "food boutique" concept, focusing on quality,, presentation and service. It has thereby expanded its brand and reach across the country.
- In 2019, Monginis was ranked 648th among India's most trusted brands, according to the Brand Trust Report 2019, a study conducted by Trust Research Advisory, a brand analytics company.

Pain Areas

PAIN AREAS:

- Brand not changing according to the customer tastes and preferences.
- Due to franchisee model, the taste differs in most outlets, thus lacking standardization of the product.
- The brand not building presence on digital platforms and not connecting on social media

SWOT ANALYSIS

STRENGTHS

- Pan INDIA presence.
- Legacy(4-5 decades).
- Have around 500 retail stores all over INDIA.
- Brand patronage from senior buyers and adults.
- Offers reasonable pricing strategy.
- Established strong brand image.

WEAKNESS

- Non modernisation in techniques
- Fails to promote its product aggressively.
- Lack of quality.
- Fewer variants in the range of cakes. compared to its competitors.

OPPORTUNITIES

- Can tie up with food delivery platforms like zomato, uber eats,etc.
- Getting more options for customization.
- Monginis can tap rural markets.
- Expanding their outlets both in India as well as abroad.

THREATS

- Techniques and variance.
- Rivals such as Theobroma, Birdys, Hangout,etc.
- Franchisee method of business can often lead to abuse of brand name.
- Increase in the cost of raw materials.

Brand Revival Strategy of Monginis

- The Brand should launch 3 separate Retail Outlets:



- 1) Monginis (existing format on franchisee model)
- 2) Monginis Express (to target middle and upper middle class- stores mostly in Malls)
- 3) Monginis Cafe (to target rich class and ultra rich class segment)

Monginis (existing format)

- The menu should be revamped and more collection of cake varieties have to be added like Oreo, Nutella, Kit kat, Ganache flavours.
- These outlets should also launch Milkshakes, donuts, tarts, namkeens (potato wafers) rusks, non cream cakes, puffs etc. They should also launch bread (wheat, multigrain, nachni etc)
- They should train the franchisee partners in customer care.
- Monginis should focus more on Customer Relationship Management(CRM).
- They should constantly engage with their customers through social media.

Monginis Express

- These outlets should initially target Tier – 1, 2 & 3 cities and they should have outlets in Malls under COCO (company owned company operated) model. They can provide excellent brand visibility for Monginis brand.
- They should carry combo offers like milkshakes along with cakes, puffs etc. They should also get into cookies, waffles and samosa puffs etc. (to compete with Ribbons & Balloons etc.)
- These outlets can also customize the menu according to changing tastes and preferences of the customers.
- They should include display items, selfiebooths , etc so that they gain the attention and attract the customers.
- They should consider one day of the week as ‘Monginis Day’; providing their customers with special offers and discounts.
- Monginis should upgrade their packaging boxes (eg. Packaging cakes and pastries with a bunch of chocolates, cards with short messages) thus helping in creation of CRM.

Monginis Cafe

- Exclusive Branded outlets carrying the tag of Monginis, catering to the ultra rich and affordable luxury segments.
- The menu has to be uber chic and provide cakes with low sugar, sugar free and alternatives to sugar like honey, dates syrup etc. Multigrain atta should be used for products(No maida at all)
- The number of outlets have to be limited to only 10 in each city to maintain exclusivity (to compete with Theobroma)
- They should use the strategy of 'home bakers' to attract the customers.
- Introduction of new unisex merchandise section.
- Creation of a website of Monginis Cafe where they can collaborate with influencers, bloggers. They can also share customer experiences.

Promotional Strategies for Monginis

- The company should promote the brand Monginis (franchisee model) through outdoor advertising highlighting their legacy and also invest in television ads. They should also advertise on special occasions in print media and radio advertising.
- Creation of a new logo and tagline
- They should have a dedicated Website for these outlets for online order taking.
- Monginis express should promote more outside the malls by announcing discounts and offers and also tie up with the Mall promotions.
- Adjectives such as soft, divine, appetizing, tempting, toothsome, heavenly delight, mouth watering, scrumptious, delicious,etc. can be used on pamphlets, brochures to describe the various products in order to grab the attention of the customers.



Promotional Strategies for Monginis

- Monginis Cafe should advertise more through events for the rich and famous and highlight the health benefits associated with Monginis Cafe.
- The promotional strategies should highlight their menu and use more digital and social media promotions by using food bloggers, you tube videos, twitter, instagram and facebook presence.
- They can create their own hashtags and online recipe book or brochure, make promotional videos, share baking recipes ,etc

➤ Conclusion

- Monginis is an iconic brand of the city and was the preferred cake shop in many cities pan India. It lost the opportunity to evolve with time but it can still bet on its legacy and robust delivery channel.
- If competitors are banking on modern techniques, Monginis can bank on its craft and being pioneer in bakery and confectionery business.
- It's the brand the taught an average Indian to celebrate and in the grimmer times, celebration is something we need more often.

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