



IN ASSOCIATION WITH UNIVERSITY OF MUMBAI

**SAAMARIK**

**NATIONAL CASE STUDY  
CHALLENGE**

**UNIQUE ID:- VED10037**

# **MONGINIS CASE STUDY**

## **INTRODUCTION**

**Let us explore the nooks and corners of the MONGINIS The Indian cake shop , whose owner are two Italian brother's. Where the idea of "Messors Mongini's" was conceived on march 21 , 1919.**

- 1. It started in 1958 this company manufacture of all varities of cakes , chocolates ,pasteries and cookies with an affordable price .**
- 2. It is the first outlet located in mumbai 's ford area.**
- 3. This shop is presented in more than 50 cities around India and 2<sup>nd</sup> in egypt .**
- 4. Along with cakes and cookies monginis selling it's products in grocery stores too (gifts ,articles, chocolates, soft toys ,photo frame).**
- 5. Monginis are alsointoparty decorations ,from supplying buntings to disposable-plates and party take home gifts.**

# **THE MAIN VISION OF MONGINIS**

**To supply best quality products with value for money, to continue maintaining national leadership in cakes with a presence in all towns, across the country , to develop human resources.**

## **MONGINIS STORY BEHIND THE SUCCESS**

**The main formula of this company is creating value for money products without compromising on quality in terms of taste or appearance , was the unwritten rule of this company .**

**This was the main reason for it's rise as a retail franchise network, resulting in monginis becoming market leader in the cake industry and the largest food store chain in India.**

# PRODUCTS OF MONGINIS

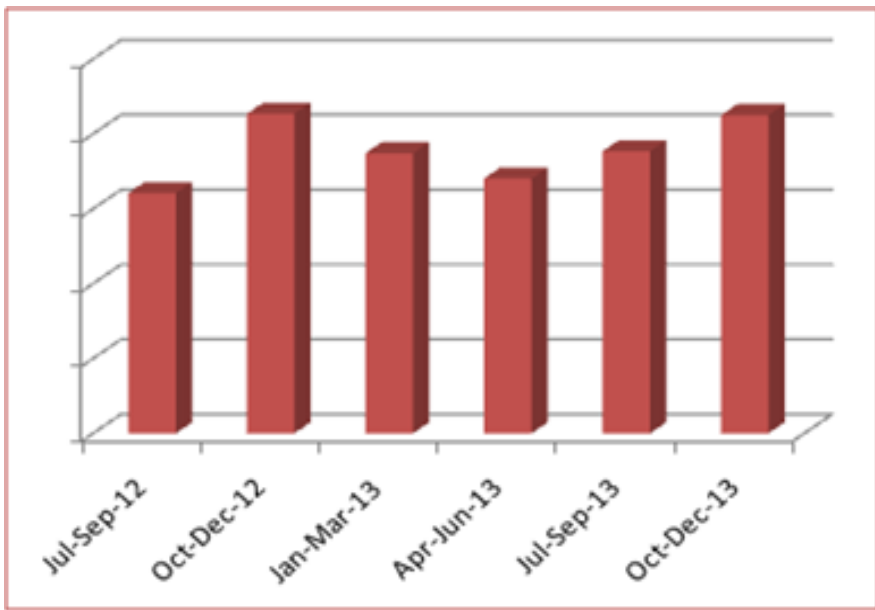


# **PROBLEM TERMS & SIGNIFICANT CHALLENGE**

- **Monginis's SEM account was managed by a reputed agency however they failed to achieve the desired result.**
- **Google AdWords account was not set-up up to the mark.**
- **Monthly management fee was very high.**
- **No active communication or no customer care service.**
- **Website traffic was very low.**
- **No offers on festival occasions.**
- **Many negative reviews on review sites and these review sites ranking on higher position at major search engines.**
- **Distance of the master franchise and franchise is far.**
- **Home delivery service.**
- **Less variety as compare to competitors.**
- **Focusing more on packaging and compromising on quality of product.**

# **THE SOLUTION APPROACH BY THE PROTAGONIST**

- **Search Engine Optimization**
- **SEO consulting to find out scope of work and finalizing keywords.**
- **Landing page recommendation based on targeted keywords.**
- **On page optimization by suggesting Meta Tags, Header Tags, Content optimization.**
- **Link building activities to improve backlink profile.**
- **Detailed monthly reports.**
- **Search Engine Marketing**
- **We have designed a new plan as per brief received from the client along with campaign format.**
- **We have paused all the existing campaigns created by existing agencies.**
- **Created new campaigns and used all required advanced features available at Google AdWords.**
- **Daily review and regular optimization.**
- **Detailed monthly reports.**
- **Online Reputation Management**
- **Researching negative listings on review sites like mouthshut, consumer forum websites.**
- **Regular posting positive reviews on online review, forum and classified sites.**
- **Creating blogs and micro sites and posting content.**



Search Engine Marketing  
 CPA gets reduced by 350%  
 CPC gets reduced by 300%  
 Conversions increased by 400%  
 Started SEM for occasion but now it is ongoing activity  
 Online Reputation Management  
 Eliminated all negative reviews from top 10 rankings at search engines.  
 Improved rating at review sites from 0-1 star to 4-5 star.

## SOLUTION IN BRIEF

- Target India and international countries
- Budget split according to National & International cities
- Lower down the average CPC and CPA
- Increase the number of conversions
- SEM only for major occasion i.e. Diwali, New Year, Valentine’s Day, etc.
- Increasing organic traffic through SEO by targeting 15 keywords
- Removing negative rankings from search engines and improving positive reviews.





# **SOME SOLUTIONS UNDER OUR CONSIDERATION**

- Monginis should be focus more on the product quality not on packaging any more.**
- Improvement in the advertisement of the statements and products in digital platforms.**
- Addition of the variety and flavour , with instant availability in the franchise or other bakeries.**
- Providing the offers and attractive terms, most at the time of different festivals and special days.**
- Master franchise and franchise should be near .**
- Good communication and well developed customer care service.**
- Delivriery services with paid charges.**
- Improvement in the negative review on the search engine.**
- Making of the export quality**





# **Substantial benefits from the consideration**

- **The improvement in the race marketing framework .**
- **Search Engine Optimization**
- **Improvement of ranking in all matters .**
- **Technology automation for speed and scale.**
- **Helps in the globalizing of the product and digitalizing the company.**
- **Improvement in growth rate , increase of the involvement of customer , and sales.**
- **Economic of the scale.**

# REFERENCES

- Company Name: Monginis Foods Pvt. Ltd.
- Company Website: [www.monginis.net](http://www.monginis.net)
- Services Provided: SEO, SEM, ORM
- OTHER LINKS
- Digital Marketing Services
- Twitter Marketing
- YouTube Video Marketing
- Mobile Marketing
- ASO Services
- Graphic Design Services
- Video Production Services
- Influencer Marketing Services
- Inbound Marketing Services
- Content Writing Services
- Digital Marketing For Health Industry