

UNIQUE ID OF THE CANDIDATES – VED10041;VED10064





INTRODUCTION

- Monginis is a no.1 cake brand in **india** and has a very huge network of more than 500 exclusive cake shops spread across 12 major cities in the country.
- In 1991 it became a truly international brand when it entered Egypt.
- Monginis cake franchise network is being run all over india today the credit goes to **MR.H.T.Khorakhiwala** who, is the founder and president of india's national assosication of baking industry and the one who pioneered the cake brand in 1971.
- Monginis has sure come a long way , with its state-of-art manufacturing facilities.
- The main focus is on quality , presentation and service of the products.
- Segment targetting of monginis is “ **to help people experience their happiness in a memorable way**”





SWOT ANALYSIS OF MONGINIS

STRENGTHS :

- THE IMPORTANT ASPECT OF THE COMPANY IS QUALITY OF THE PRODUCT.
- THE COMPANY ENSURES THAT IT PROVIDES GOODS AT AFFORDABLE PRICE.
- IT DELIVERS CAKES TO EVERY CORNER OF THE COUNTRY.
- THE PROMINENT POINT TO BE MENTIONED IS THAT **MONGINIS IS IN THE MARKET FROM PAST CENTURY.**



WEAKNESS :

- MONGINIS DOESN'T SELL VARIOUS VARIETIES OF CAKES WHICH MIGHT BE CONSIDERED AS PRIMARY WEAKNESS.
- THE TECHNOLOGY UTILISATION ALONG WITH THE MARKETING IS NOT UP TO DATE.
- THERE IS NO ATTRACTIVE PACKAGING OF THE PRODUCTS.

OPPORTUNITY :

- THE COMPANY MUST CONCENTRATE ON THE FRANCHISING.
- THE COMPANY MUST FOCUS ON HAVING MORE VARIETIES IN THEIR PRODUCT LINE BY PROPER MARKETING ANALYSIS.
- IN THE PRESENT MARKET SITUATION THE RANGE OF BAKERY PRODUCTS HAS INCREASED.



THREATS :

- MAIN THREAT TO THE COMPANY ARE COMPETITORS SUCH AS BRITANNIA AND SUNFEAST.
- THE COST OF RAW MATERIALS ARE HIGH.
- "MITHAI MATE" IS THE LATEST VENTURE IN THE FIELD OF ONLINE BAKERY ITEMS WHICH IS BECOMING THE BIGGEST THREAT TO MOGINIS .



SWOT ANALYSIS OF COMPITETORS

STRENGTHS:

- THE BIGGEST STRENGTH TO THESE COMPANIES SUCH AS BRITANNIA AND SUNFEAST ARE THEIR **BRAND PORTFOLIO** IN THE CONSUMERS.
- BECAUSE OF HIGH RANGE OF **MARKETING AND ADVERTISING** THE BRAND RECALL IN THE PUBLIC IS HIGH.
- **THE MARKET PENETRATION AND DISTRIBUTION** IN THE PRESENT MARKET OF THESE COMPANIES IS HIGH.



WEAKNESS :

- THE MAIN WEAKNESS OF SUCH COMPANIES ARE OVERDEPENDENCY ON THE SINGLE PRODUCT.
- **VARIOUS BRANDS ARE GETTING COMMODITIZED OVER TIME.**
- THESE COMPANIES ARE EVEN STRUGGLING IN THE DAIRY BUSINESS WHICH CONTRIBUTES VERY LESS AMOUNT OF REVENUE TO THE COMPANY.



OPPORTUNITY :

- THESE COMPANIES ARE TRYING TO EMERGE IN THE DAIRY INDUSTRY BY LAUNCHING DIFFERENT FLAVOURS ETC.
- EVEN THE GLOBAL MARKETING OF SUCH COMPANIES IS GETTING WIDE DAY BY DAY.



THREAT :

- WITH INCREASE IN NUMBER OF PLAYERS IN THE MARKET IT IS HARD TO THE COMPANY TO DIFFERENTIATE.
- RAW MATERIALS IS ONE OF THE BASIC PROBLEMS FACED BY THE COMPANIES NOW A DAYS.
- INCREASE IN THE PRICE OF REVENUES.





ABOUT MONGINIS



- MONGINIS, THE INDIAN CAKE SHOP WAS FOUND IN BOMBAY BY TWO ITALIAN BROTHERS AND THEY OPENED A RESTAURANT AND CONFECTIONERY SHOP IN BOMBAY NAMED “**MESSR’S MONGINI**”.
- IN THOSE DAYS IT WAS NOT ONLY FAMOUS FOR ITS CAKES BUT IT WAS ALSO A PLACE FOR BOMBAY’S EUROPEAN AND INDIAN ELITE TO HAVE DINNER LISTENING TO CLASSICAL HUNGARIAN ORCHESTRA.
- AFTER INDEPENDENCE MONGINIS’S OWNERSHIP PASSES TO KHURANAS WHO KEPT IT FOR SOME MONTHS AND SOLD IT TO “**KHORAKIWALA**” FAMILY.
- IN 1958 MONGINI’S CATERING WAS TAKEN OVER BEING NAMED AS “ **MONGINIS FOODS PRIVATE LIMITED**”.





- THOSE PEOPLE HAVE INCREASED THE NAME OF MONGINIS BY DEVELOPING FRANCHISES ALL OVER INDIA AND SUPPLY BEST QUALITY OF PRODUCTS WITH VALUE FOR MONEY.
- MONGINIS VISION IS **“TO SUPPLY BEST QUALITY PRODUCTS WITH VALUE FOR MONEY, CONTINUE MAINTAINING LEADERSHIP IN CAKES WITH A PRESENCE IN ALL TOWNS, ACROSS THE COUNTRY. TO DEVELOP HUMAN RESOURCES”**.
- A SIMPLE PRINCIPLE WAS FOLLOWED TO FULLFILL THE VISION **“ CUSTOMER REMAINS THAT MOST IMPORTANT CONSIDERATION AROUND WHOM ALL OTHER ACTIVITIES REVOLVE”**.





SUGGESTIONS FOR THE REGROWTH OF THE COMPANY FROM OUR POINT OF VIEW



- IT WAS MENTIONED THAT PEOPLE THINK MONGINIS I IS OUTDATED.
- OUTDATED IS NOTHING BUT **PREMIUM**.
- NOW- A- DAYS PEOPLE ARE GETTING BACK TO ROOTS AND “ **VINTAGE IS THE NEW TREND** ”.
- SO WE CONSIDER THE OUTDATED VERSION AS AN OPPURTUNITY TO EXPLORE **THE VINTAGE STYLE**.
- **VINTAGE STYLE** IS CONSIDERED AS ROYAL AND EVERGREEN.
- THIS INCLUDES VINTAGE PACKAGING ,TO THE RESTAURANT FORMAT IN WHICH EVEN THE MENU CARD IS CONSIDERED.



- IN THIS WAY IF CONSIDER THE PACKING OF THE CAKES ON THE BASIS OF PACKAGING IN THE EARLIER 20TH CENTURY .
- THIS SHOWS THE DISTINCTIVE APPROACH OF THE COMPANY .
- CONSUMERS TEND TO BUY A PRODUCT FROM IT'S OUTLOOK , THIS PACKAGING CREATES ANXIOUSNESS IN THE CUSTOMERS .
- IN THIS WAY IF THE PRESENTATION IS TAKEN AHEAD , PEOPLE OF ALL AGE GROUPS GET ATTRACTED.
- IF THIS PREMIUM OUTLOOK IS MAINTAINED BY THE COMPANY THEN CAN GAIN A DISTINCT NAME IN THE MARKET.

- The menu as mentioned to be considered is said to be VINTAGE STYLE.



- THE TARGET CUSTOMERS ARE CHILDREN. SO WE CONSIDER THIS AS AN OPPURTUNITY TO INCREASE THE WILLINGNESS TO BUY IN THE CHILDREN BY SUGGESTING CARTOON CAKES .



- WE SUGGEST THE COMPANY TO TIE UP WITH ANY CARTOON CHARACTER SO THAT IT WOULD CREATE A LOT OF POPULARITY IN THE PRESENT DAYS SCENARIO.
- NOT ONLY CAKES AS THE COMPANY PRODUCES CANDY BARS AND LOLIPOPS , THE PRESENTATION OF IT MUST BE ATTRACTIVE TO ALL GENDER GROUPS.



- IN EARLIER THIS CENTURY MONGINIS USED TO CONDUCT FEW STEPS FOR ATTRACTING KIDS THOSE ARE NOTHING BUT FACTORY VISITS.
- THE STUDENTS OF EVERY SCHOOL USED TO VISIT THE FACTORIES OF MONGINIS AVAILABLE IN METROPOLITAN CITIES SUCH AS HYDREBAD, BOMBAY , DELHI ETC .
- THOSE STEPS HAVE TO BE TAKEN AGAIN BECAUSE OF THE LOW ADVERTISING OF THE COMPANY PEOPLE ARE NOT AWARE OF IT , ONCE IN A YEAR MONGINI EXHIBITION HAVE TO BE TAKEN PLACE WHICH WOULD CONTAIN ALL THE VINTAGE PRODUCTS TO LATEST PRODUCTS.



THESE FACTORY VISITS WILL INCULCATE INTREST AMONG THE CHILDREN TO KNOW THE PREPARATIONS AND IF WE MAKE SURE ABOUT THE PRESENTATION OF THE CAKES AND TOFEES THE DEMAND IN THE MARKET INCREASES SO THE VISION WOULD BE ACCOMPLISHED.C

- THESE FACTORY VISITS WILL INCULCATE INTEREST AMONG THE CHILDREN TO KNOW THE PREPARATIONS AND IF WE MAKE SURE ABOUT THE PRESENTATION OF THE CAKES AND TOFFEES THE DEMAND IN THE MARKET INCREASES SO THE VISION WOULD BE ACCOMPLISHED.
- THE FACTORY VISITS WILL EVEN INCULCATE JEAL IN THE STUDENTS ABOUT THE PREPARATION OF CAKES AND THE COMPANY MUST PROVIDE FREE TRAINING TO THE PEOPLE INTERESTED IN THE PREPARATION WHICH HELPS IN INCREASING MAN-POWER.



- THE NAME OF THE COMPANY NEEDS TO BE FIXED I THE MINDS OF THE CUSTOMER WHICH WE EVEN CALL AS BRAND RECALLING OF THE CUSTOMER.
- THE NAME OF THE COMPANY CAN BE GLORIFIED BY TWO MARKETING STRATEGIES THEY ARE:-
 1. BY CONTACTING A FAMOUS CRICKETER OR A CELEBRITY TO MENTION ABOUT US ON THEIR SOCIAL-MEDIA PAGES WHICH INCREASES KNOWLEDGE OF PEOPLE REGARDING THIS BRAND.
 2. BY DOING ADVERTISING CAMPAIGN AND CONDUCT FREE MINI CAKE SAMPLE EXHIBITION BY THE CELEBRITY.
- IF ANY OF THE ABOVE MENTIONED POINT IS TAKEN UNDER CONSIDERATION THEN THE MARKETING OF THE COMPANY BOONS BACK.



- THE EVEN MORE BETTER WAY TO REACH THE PEOPLE'S VIEW IN THW MARKET IS BY POSTING BANNERS REGARDING THE COMPANY ALONG WITH IT'S LOGO BEHIND THE SCHOOL BUSES, HEAVY LOAD TRAVELLING VEHICLES AND MAKE SURE THE LOGO OF THE COMPANY ARE PRESENT ON THE BANNER ALONG WITH THE NAME.
- THESE HEAVY LOAD TRAVELLING VEHICLES MOVE FROM ONE POINT OF THE COUNTRY TO THE OTHER ALL THE YEAR SO IF THE POSTERS ARE STUCK ON THESE VEHICLES THEN MORE THAN ADEQUATE AMOUNT OF PEOPLE WILL NOTICE IT.
- IF THESE STRATEGIES ARE FOLLOWED THEN THE BRAND NAME WILL BE MEMORISED IN THE MINDS OF THE CUSTOMERS.





THANK YOU