

*MONGINIS*

*- GO AHEAD CELEBRATE!*

ID-NUMBERS

1. VED10118
2. VED10043
3. VED10119

# COMPANY PROFILE SECTION

## \* company over view

The bakery company was launched on 1902 by Italian brothers the company was runned from Bombay and there are currently other locations in operation, although venues have been hired in the past for various work shops.

The address of business is churchgate street in Bombay.

The business is currently operating from Bombay and is owned and run by Italian brothers , Italian brothers are managing directors , but there are plans to employ more staff as the business grows

## \* Management Team :

Italian brothers are currently the sole members of the management team at the bakery company, and is responsible for all business operations. As a highly skilled professionals they are passionate about the business with Innovation, quality and creative flair.

Italian brothers has a deep interest in the science behind baking and sugar sculpture, as well as the art of baking their expertise as a patisserie professionals , sugar artist ,chocolatier , chief and food witters, has helped them to get the company noticed and build a strong reputation. They also ensures they keep up to date with the latest food industry trends so that they can stay a head of there competition and meet market needs creativity is strong at [the bakery company, and assistance may be needed from a marketing and business growth.](#)

## \* Location and Facilities

At present the company operates from Bombay this works well at present, and also saves on costs associated with renting accommodation . However, as the business grows, alternative accommodation will be sought this may be in the form dedicated business premises, are the company may look to secure within hospitality venues such as hotels.

## \* Mission Statement

A passion for creativity and innovation is at the heart of every thing we do here at the bakery company our mission is to provide our customers with uniquely designed, lovingly crafted cakes for all of lifes celebrations. [Our artisans are dedicated to providing a sample , friendly and affordable way to order cakes, learn new skills and enjoy delicious handmade treats.](#)

# PRODUCTS & SERVICES

\*The bakery company produces a wide range of homemade, hand crafted and bespoke products, and run a number of workshops for children and adults. Below is detailed summary of each product and service, and the benefits it provides to the customers

## \*Bakery and sugar confectionery

- . Celebration cakes
- . Wedding cakes including bakery company signature cakes and tiered wedding couture cake sculptures
- . Pick 'n' mix brownie bites, triple chocolate brownie bites
- . Double chocolate chip brownie slab, big bonkers brownie

## \*The Bakery company workshop

. Children cake decorating and sugar workshops – what a great alternative for a childrens birthday party! The bakery company supplies all the fun and each children gets to take home their wonderful creations as well as the obligatory party bag and their own bakery company character

. Adult sugar sculpture workshops – At the sugar sculpture workshops the bakery company shares techniques and useful tips on how to make life-like cake

## \* COMPETITORS

The baking and confectionery industries are fiercely competitive, and right now even more so thanks to the baking revolution that has taken the US by storm. Italian brothers are very aware of the competition in the marketplace with is why they had taken their brand in a competitively different direction, offering customers something unique and not available from any of their competitors.

## \*Sourcing & fulfilment

The bakery company uses a number of suppliers that are used on a regular basis. There is no agreement in place with one supplier. Due to the variety of products that are required by the business, it would be quite difficult to source from one supplier. However, Italian brothers does review price points to ensure they are getting ingredients and sundry iteams of a competitive price, and many items are bought at wholesale price.

## \*TECHNOLOGY

The company relies on the skills of monginis bakery to carry planed forward and provides products and services. At present the only technology is used bakery computer on which invoicing, social media updates and other administrative business tasks carried out. The company will also rely on a website and social media channels to attract new business and connect with customers and followers.

## \* INTELLECTUAL PROPERTY

The bakery company is in the process of being trademarked

# SITUATION & MARKET ANALYSIS

## \* Market overview

one of the great things about the bakery company is that it really offers something for every one. Italian brothers had really taken the time to think his target market thought, and there is no demographic he had left out.

Catering for all ages from 4 upwards, the company targets and sells to mostly to women, but appeals to anybody looking for unique cakes, a fun twist, are an enrich learning experience

### \* Market needs

. Customers often lack skills and time to create a cake to the same high standards of a professional couture cake. For that reason, they will approach the bakery company for a bespoke design that is sophisticated, authentic and which they would be able to find anywhere else

. Creativity and innovation is very strong within the company, and every thing produced is a unique design. Italian brothers does not offer basic, “Off the shelf “ style cakes and instead focus on the extraordinary and ground baking.

## MARKETING STRATEGY & IMPLEMENTATION

### Milestone:

milestones will be set in once investments is in place. Italian brothers would like to work closely with any investor on a mentor basis, and to receive guidance on the best direction to take the business, and how to plane milestones in the most logical way.

## \*The new strategies for monginis

### Products :

Monginis has wide range of products; their main product being fresh cakes for all occasions. Monginis also has chocolates, pastry and cake and chocolates combo in their product line. It also sells packaged cakes which are available at their stores and also at other retail stores. Monginis also has different kind of breads and a variety of snacks for dine-in customers in veg and non veg variety. It has also started home deliveries and online booking and gifting system.

**Price:** Price of Monginis cakes is reasonable as compared to its competitors. The prices of cakes vary on their size. On an average a half kg cake would cost something around 200 and it goes up to a 1000 depending on the size and the flavor .

**Place :** Monginis cake shop is present in 12 major cities in India. It has around 500 retail outlets or franchise all over India. All the cities have a production unit from which the goods are supplied daily. Goods which are unsold are taken back by the company and are given away in charity if in consumable condition or else destroyed.

**Promotion:** Monginis has used media such as TV, print, web, hoardings, etc. to advertise its products. It regularly comes out with offers on festive occasions. Recently to promote its cakes and chocolates it came out with a range of a special cakes and chocolates for all those SSC (Xth Standard) students who passed out this year. It has also planned for chocolate baskets for the boys and girls. The successful boys can be gifted with a blue coloured basket filled with assorted chocolates and decorated with a Doll (Boy). And, similarly the girls can be gifted with a pink coloured basket filled with assorted chocolates and decorated with a Doll (Girl).

## \* Competitive edge

As mentioned previously, the company is operating in an extremely competitive market. Thanks to the creative genius Italian brothers and their passion for all things sweet, the company offers sophisticated, bespoke and also fun creations that simply cannot be found elsewhere.

## • Promotional activity

The bakery will use a variety of methods to market to customers including their website, social media, attending events, printed advertising and promotional offers. Discounts may be offered to previous customers and during potentially slower times, such as the winter wedding season. Social media will also be very important to the brand, and the company will be communicating on a personal level with customers and followers to gain trust and get them to order and try out products.

## \* Sales administration

The bakery company wants customers to come back time and time again and to shout from the rooftops what a great experience they had with the company—whether they placed an order for a cake or booked one of the workshops. A friendly and personal approach is incredibly important, as is following up with the customers to ensure they were delighted with the service offered.

The company will always reach out to customers after a sale, whether its business card, a thank you email, and encourage positive feedback through social media channels. It's that personal touch that will bring the customers back to the bakery company over and over.

## \* Sales plan

Sales will be made through the website, social media channels, word of mouth and repeat orders. The company will also aim to secure orders at promotional events and exhibitions. In time, they may start using a mailing list to email customers regularly with details of special events, tutorials and any other information they may be interested in.

## \* SWOT Analysis

- Strengths - passion, innovation and creativity and unique baked products are often hard to find
- Weakness – bakery company doesn't make "cheap" or "boring" cakes.
- Opportunities – customers willing to buy passionate cakes
- Threats – the bakery company's biggest threat is the competition. Italian brothers must ensure that the company continues to keep high standards and build its reputation as one of the best couture baking companies around.



# ONLINE MARKET CAPTURING

- Get active on social media

- Bakeries can do exceptionally well on social media - particularly image based social media networks such as snapchat , Instagram, pinterest telephone & internet ,franchises. professional baked goods from bread to muffins and pastries, cup cakes and more always look amazing using social networking platform to post pictures of the latest creations is a sure and a fire way to get the mouths of our customers watering and to convince them to come to our shop for a quick pastry before they go work. we can also use social media platform to advertise changes to our line up of goods, special promotion, and our other services this makes the business easier to keep our most loyal customers in the loop, which leads to excellent over all sales

- Free sampling

- Every body likes free stuff and free samples are a great way to get customers interested in what we have to sell this is actually a great way to get rid of bread and cake that may not otherwise be sellable, but is totally edible for example if we scorched part of a loaf of bread we can cut that area off, then cut into small pieces and hand it out on the street, are in our restaurant. Messed up cake decoration ? Carve that cake up, and start handing it out to the customers!

- Frequent sales

- Its essential that we minimise food waste as much as possible in our business one great way to do this is by offering regular sales on items that are almost out of peak freshness for example we offer huge discounts on day old baguettes, or muffins that are nearing there expire day thus items are still totally edible but are probably unlikely to sell before they go bad unless we do something about it many customers might prefer to buy these kinds of food once we have been discounted

- Products and new varieties

- The bakery produces many products like cakes, cup cakes , slide cakes the bakery wants to modernise the bakery by producing **new variety of cakes, pastries, chocolates, savories , confectioneries** and the Italian brothers want to make customers to get fulfilled by the products consumed from our bakery and make the bakery unique in the competitive market and the bakery also wants to produce western savouries including samosas , puffs , doughnuts, and cutlets and the monginis bakery also has a product line for diabetics and our bakery offers themed products during festivals. The egyptian brand has called monginis bakery produces chocolates, pastries and oriental sweets, fast food and snacks and including more than 50 items

- Monginis also produce more than 30 different gateaux

- Monginis also provides packed goods like muffins, bar cake , swiss roll, creamy delite , confections , brownie , slide cake**

It would be better if the company goes for a expansion in South India and selction of proper local franchisees and local tastesThis will be the best strategy to beat the competitors Making products avialble in different platforms with Tie ups with apps like swiggy and Zomato

