



**MONGINIS- THE SLOWING GROWTH CURVE OF CELEBRATION KING.**

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# SWOT ANALYSIS

## STRENGTHS-

- Localized stores
- Affordable
- Good reputation
- Presence outside metropolitan cities
- Franchises located in smaller districts can cut up more on costs

## WEAKNESSES-

- Lack of consistency in quality and customer retention
- Less control over franchises & customer reach
- Less variety in products
- No change with time
- Less relatable with the youth
- Lacks eye pleasing infrastructure
- Product design and packaging
- Less presence in media & outdated marketing
- Slow to adapt new technologies

## OPPORTUNITIES-

- Presence in prime locations and media
- Picking up on new trends and change
- Better personalisation of products and good community reach through social media
- Meme marketing
- Making Instagram reels like Tiktoks of Dunkin, chipotle, etc. which are created by employees and people both.
- Collaborating with influencers which Indian market is not practising

## THREATS-

- Fast food chains like Starbucks and McDonald are selling the same products.
- Home based bakers and other bakery brands like Birdy's, Denish, Ribbons and Balloons and Gaylords are giving better options, competitors have low overheads hence are able to provide good value and quick response.



Half Kg Price- Rs. 585



WHAT IS BIRDY'S CORE  
COMPETENCY WHICH MONGINIS  
LACKS?

WHY OTHER BRANDS?  
& not

MONGINIS?



Half Kg Price- Rs. 310

# MARKETING STRATEGIES

## 7 P'S OF MARKETING

### PRODUCT

#### PROBLEM:

Primary business is of Fresh cakes and puffs = limited product line.

#### SOLUTION:

Monginis can offer variety of products and increase the product line. Include diet-based & trendy items, breads, loaves, imported chocolates, cookies and focus more on customized cakes.

E.g., Nokia was very rigid in terms of expanding the product line because of which it suffered losses. Later, to jump into the market again, Nokia had to introduce a new product variety to capture the market.

They can also collaborate with influencers bring in their specials.

E.g., 1) Dunkin and Charli D'Amelio coffee

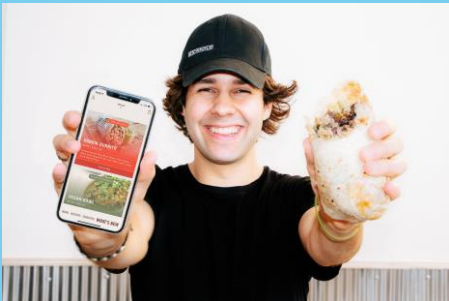
2) David Dobrik and Chipotle meal

They can also opt for secret menus which can be revealed through social media creating hype and curiosity amongst customers leading to shooting up of sales.



CHARLI AND  
DUNKIN COLLAB

DAVID AND CHIPOTLE



## PLACE

### **PROBLEM:**

Location of stores is a challenge. Even if they are situated in prime areas, the revenue generation and brand visibility is minimum.

### **SOLUTION:**

Monginis should open location specific stores. A few franchises should be shifted to cream areas of the city where there is more demand for exotic products.

Like in case of Subway, they had increased the number of franchises to get more fees and royalties. The stores were in close proximities. But they failed to bring in more variety and better ambience because of which they lost 25% of sales and finally were shut down.

## PRICE

### **PROBLEM:**

Pricing policies consider only the low/middle income groups. Low pricing does not help in generating revenue.

### **SOLUTION:**

Monginis should introduce range of categories like classic (basic) and exotic (premium). They should give customers a choice in terms of price of the products they sell.

## PROCESSES

### **PROBLEM:**

The flow of activities are not taken care of. Re-engineering of business activities are ignored.

### **SOLUTION:**

Monginis should start re-designing its regular activity cycle and make it more efficient. Right from planning at the initial stage to feedback from customers at the last stage, every area should be given equal importance.

**PHYSICAL  
EVIDENCE**

**PROBLEM:**

The ambience of the outlets is not appealing. The presentation of the cakes still seem to be outdated.

**SOLUTION:**

Monginis should gear up and change its physical setting. They should increase the outlet space and include seating arrangement for snacking. For cakes, it should cope up with the changing trends in the market and introduce more variety in case of designs, sustainable eye appealing packaging, etc. Franchise stores can celebrate various festivals as per their location, culture and tradition by decorating the outlets. Authority should be given to the franchise owners to work on the interior designing individually as per local needs and demands.

## PROMOTION



### PROBLEM:

Monginis has less business-consumer interaction = lack of brand visibility.

### SOLUTION:

- It should start promoting more often through digital media platforms through advertisements, collaborations and digital marketing. Organize basic baking workshops for the students visiting the factory, show in-depth factory process for learning, be a part of the shopping mall events, make use of test marketing technique in crowded places, show active presence on social media platforms and television, etc.
- Monginis lacks innovation. Providing a location for parties, quick customer support, loyalty cards like Starbucks where regular customers are offered free drinks on their birthdays, redeemable credit points for future purchases, discounts/ cashbacks and free goodies( candles/balloons/knives) and kids specials (E.g., McDonald's- Happy Meal) on special occasions would help build CRM.
- Promoting through reviews and pictures posted by customers in return for credits/ cashback which will help boost up reach for the eye-catching designs of the products.





## PEOPLE

### **PROBLEM:**

Management of people (employees) is not up to the mark. The ad agencies who help in advertising are also not seen advertising much.

### **SOLUTION:**

Employees should be trained from time to time, training and development programs should be organized. Regular meetings should be organized to train professionals for new recipes and efficient management. Techniques like TQM and Kaizen should be implemented for better outlook and brand awareness. Introducing extra SBUs for beverages and snacks.

### **SUGGESTIONS:**

- In the long run, after steady growth and stabilization, Monginis can introduce its brand mascot just like McDonald's to grab attention from youngsters.
- Introduce beverages and snacks and expand into a dine-in or cafe ambience for people to have better experience.
- Such dishes can be introduced which have the same raw materials, but the process of baking it makes the product different. This will lead to better raw material management and cost effectiveness.
- Monginis should bring in more dishes which are consumed more often (tea, coffee, bread, etc.) bringing in their loyal customers to their store on regular basis.
- Shifting base to online portals for better functioning in current scenarios like Covid.

CSR activities of Monginis are not known to people like that of other companies due to lack of reach. Their social media lacks content that's interesting.

More activity and responses to situations around the world on social media will help improve brand image and reach to the youth.

## CORPORATE SOCIAL RESPONSIBILITY

Employing more women  
Bridging wage gap  
Providing statistics will improve brand image too.

Providing baking and business management training for people free of cost would be a good and low cost CSR opportunity.

# CUSTOMER RELATIONSHIP MANAGEMENT

A better and updated company website is needed. A good CRM software would help in providing better and instant feedback. A properly deployed CRM system is an immensely useful tool. It tracks & manages all interactions & communication your representatives have with prospects and customers. It also helps flag opportunities that might require additional nurturing or follow up.

It'll help bring customization to view the customer journey which can later be checked upon if sales drops through personal calls made to the customers.

## BENEFITS OF CRM SOFTWARE

- Manage all communication and interactions with prospects.
- Automate data entry.
- Be reminded to follow up with prospects.
- Organize contact data.
- Segment customers.
- Create sales reports.

- Automate forecasting for your sales performance.
- Scale your sales processes over time.
- Ensure team communication is facilitated.
- Keep the same software as your company grows.
- Make administrative tasks efficient.

## REFERENCES-

- [Monginis.net](http://Monginis.net)
- 12 key benefits of CRM- Kristen Baker