

SAAMARIK CASE STUDY

ON:

MONGINI'S- THE SLOWING
GROWTH CURVE OF
CELEBRATION KING.

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FOUNDI NG

IN
1902



BY
ITALIAN
BROTHERS
MESSRS MONGINI



AT
CHURCHGATE
STREET,
BOMBAY



SCENARIO IN EARLY 20'S

• WAS FAMOUS FOR ITS ARRANGEMENT AT WEDDINGS , PARTIES OR FOR ANY EVENTS.

• WAS A PLACE FOR BOMBAY EUROPEAN AND INDIAN ELITES TO LISTEN TO CLASSICAL MUSIC, BOOK CLUBS AND OTHER BUSINESS AFFAIRS.

• HAD BECOME FAMOUS FOR ITS' HUNGARIAN ORCHESTRA AND DANCE FLOORS.

• SUGAR COATED ALMONDS, TOFFEES, WAFERS, BUTTER FLIES AND BLACK CAT FOR TABLE DECORATION WAS A DELICACY

• IT EXPANDED TO CALCUTTA UNDER THE BANNER 'MIO AMORE'.

SCENARIO POST INDEPENDENCE

SHIFTING OWNERSHIP:-

Italian brothers left after independence and the ownership of Mongini's was transferred to the Khurana's and later to the Khorakhiwalla family in 1958.



EMERGENCE OF EXCLUSIVE MONGINI'S CAKE SHOP:-

Mr. H.T. Khorakhiwalla Founder President of India's National Association of The Baking Industry, in the establishment of the first Mongini's Cake Shop in 1971". From being a single shop then, to the highly-evolved franchise network of nearly two hundred stores across India



Business Strategies

● MARKETING STRATEGY

- Rolled out a slew of marketing and promotional initiatives to promote its existing as well as new products.
- Enhanced the brand visibility for Monginis at outlets by setting up special Monginis lollipops.
- Focused on school promotions to promote its existing range of bar cakes and slice cakes.
- The company released a television commercial.

● BRANDING STRATEGY

SEGMENTING TARGETING POSITIONING (STP)

- **Segment** - anyone who likes to have cakes" generally or on special occasions – "To help people express their happiness in memorable way".
- **Target Group**- people from urban semi urban middle class – "What are you celebrating today?"
- **Positioning** - As a trusted cake shop" that makes good quality cakes at affordable prices on any occasion – "Fresh and delicious cakes at affordable price"

Various Other Growth Strategies

• Adopting the franchisee model definitely gave a competitive edge to Monginis.

• MFL has been a pioneer in cross delivery system which connects manufacturing franchisees through an intricate network so that your beloveds can get a cake delivered in any part of India.

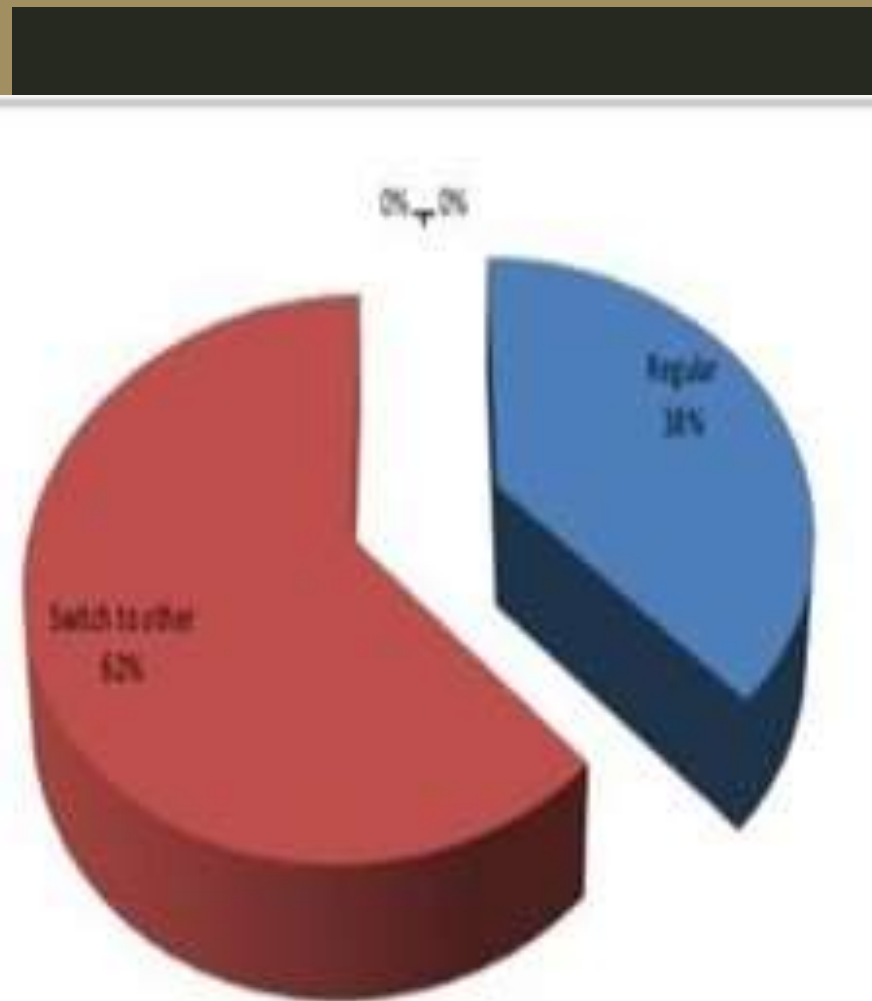
• Monginis officials strongly feel that their franchise managers have to be more technically-oriented.

• Monginis developed some new variations in their products recently till then they were selling the same classic pastries and baked goods which were top selling items from the late 90s.

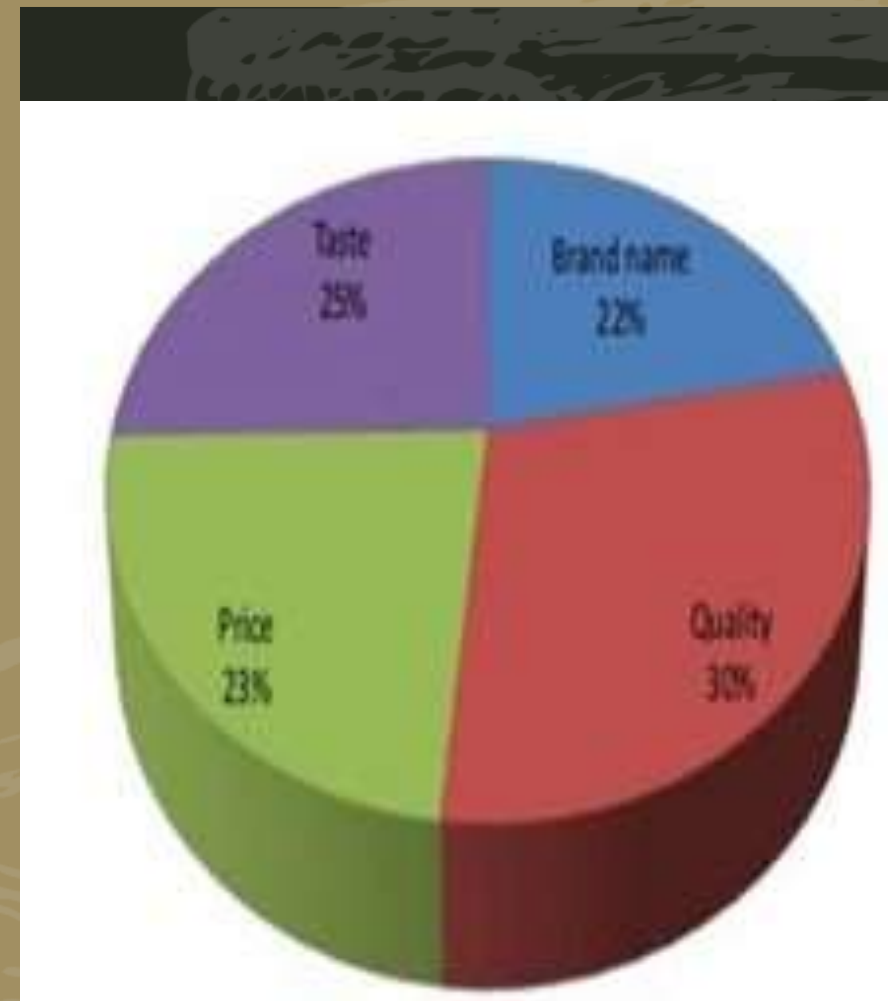
• An interactive website allows online bookings and a helpline attends customers to assist to make any 'elaboration possible even at a short notice.

Statistical Analysis

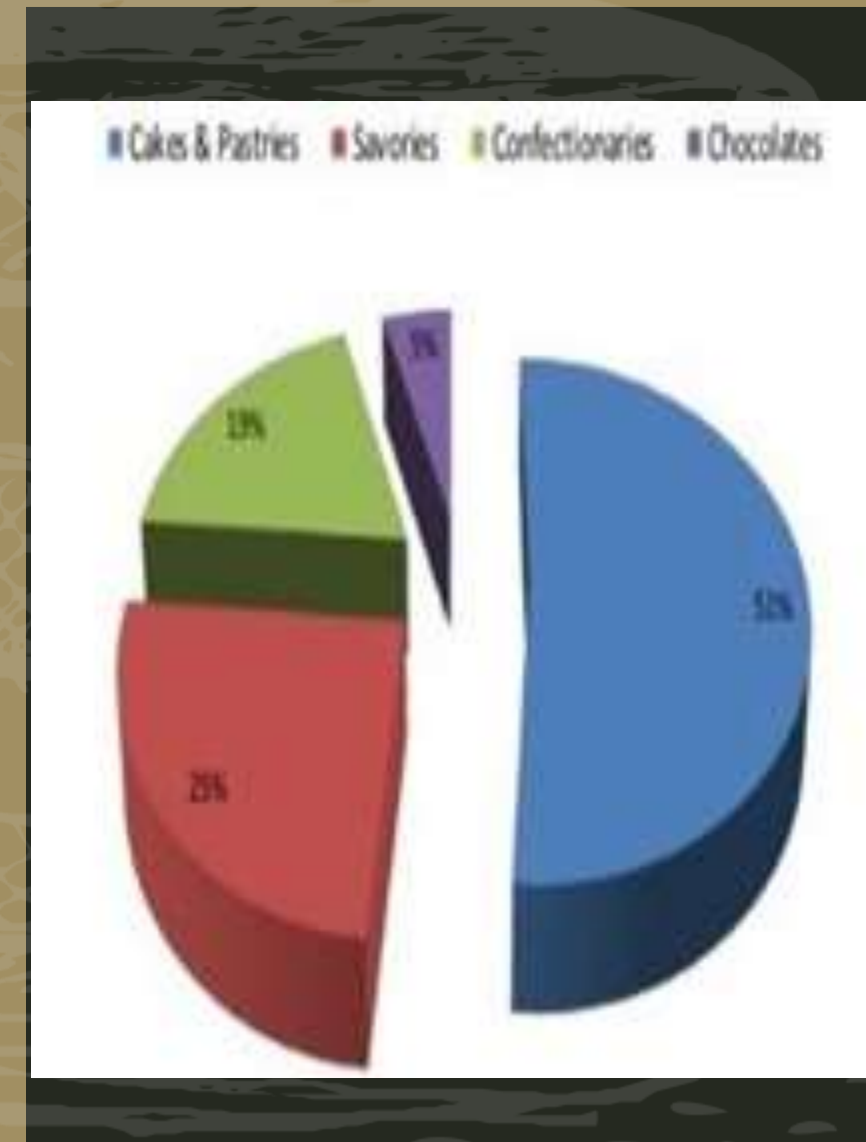
Brand Loyalty



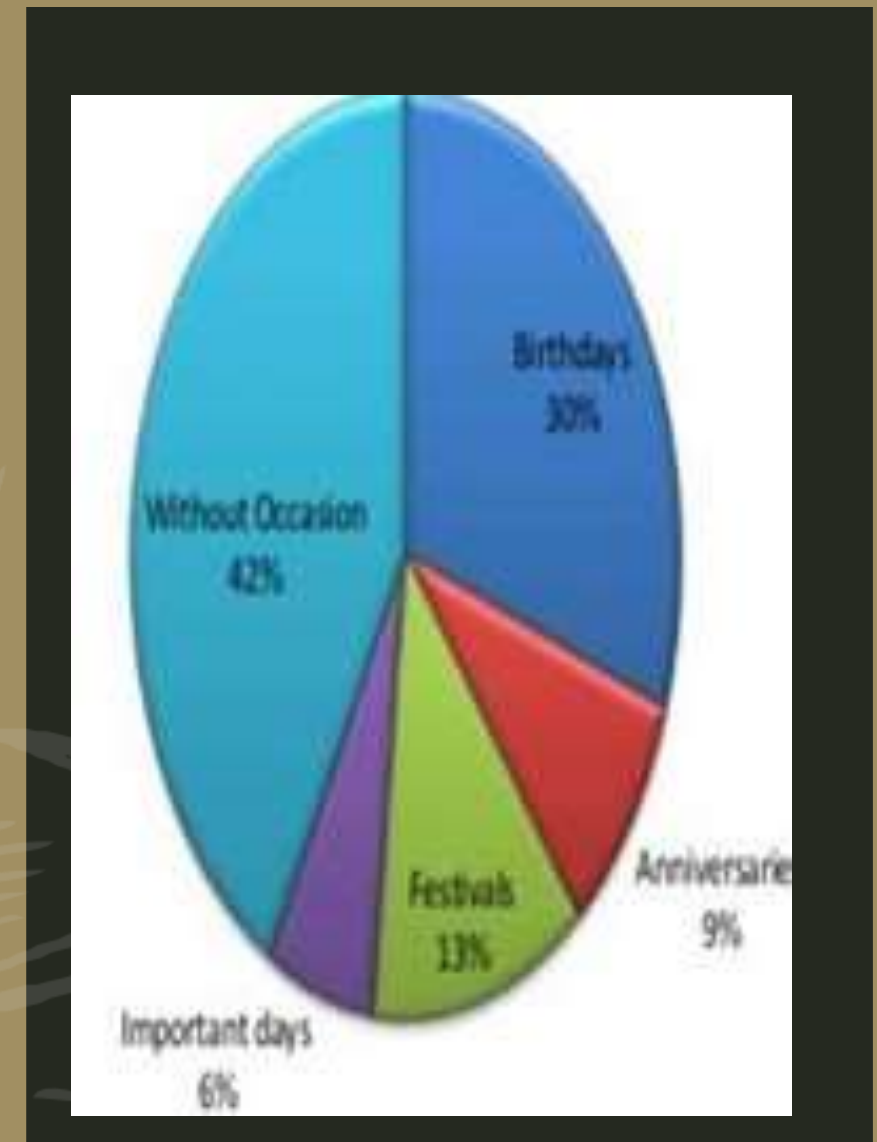
Customer Preferences



Product Varieties



Event Based Orders



2.

THE GLOBAL BAKERY PRODUCTS MARKET IS PROJECTED TO WITNESS A CAGR OF 2.6% DURING THE FORECAST PERIOD, 2021-2026.

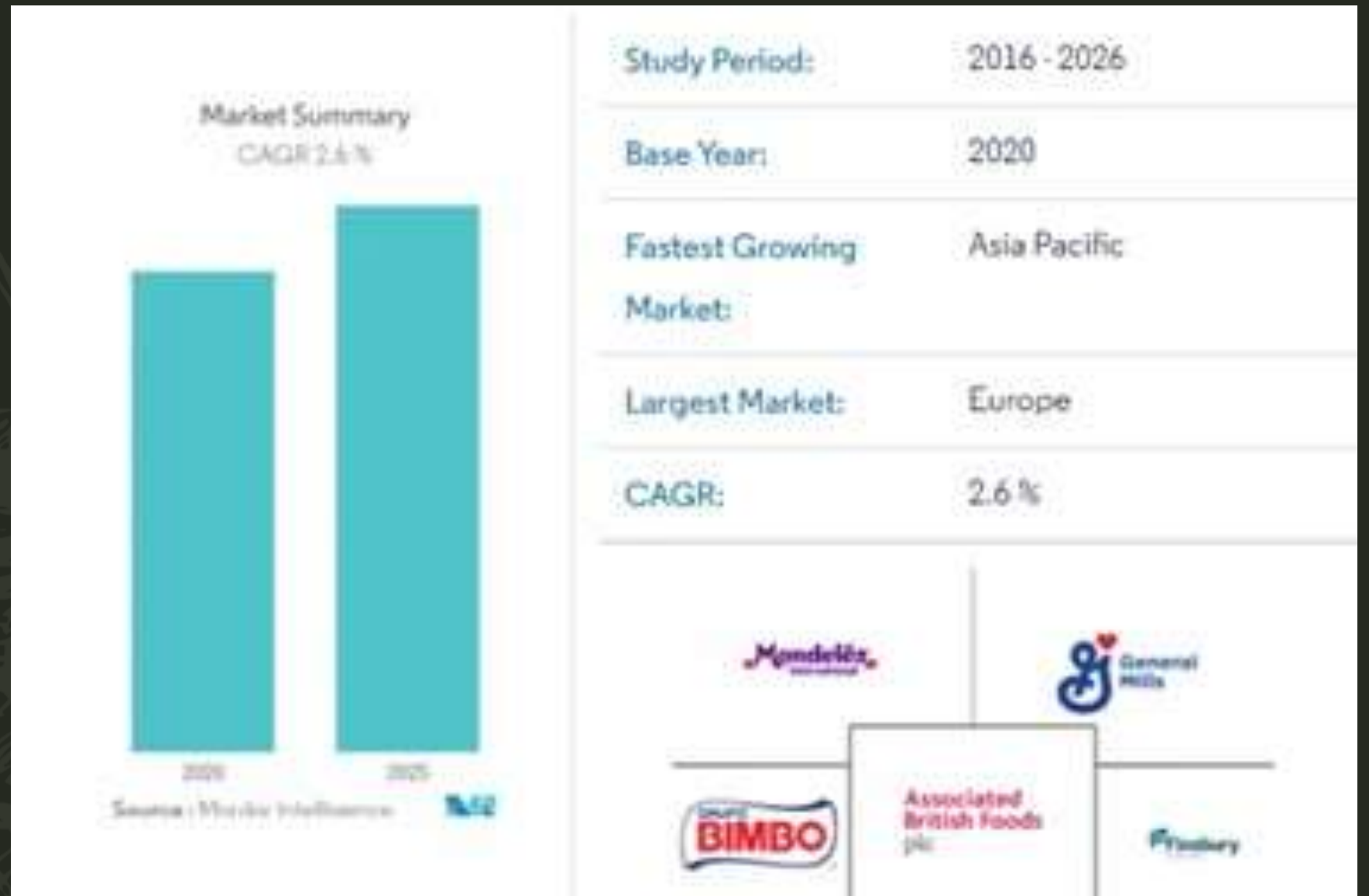


FIG 1 REPRESENTS THE ESTIMATED GROWTH FOR BAKERY INDUSTRY IN 2019 WHILE FIG 2 REPRESENTS THE ACTUAL GROWTH.

1.



COVID-19 & its Implications

Many bakers had to close their businesses during the peak of this pandemic due to insufficient sales and a shortage of workers. As well as disruptions in logistic facilities due to the lockdown affected the supply chain, leading to the unavailability of products as per demand, in turn affecting the market. Moreover, the inaccessibility of raw materials was also a contributing factor. The bakers in the unorganized sector were the most affected by these constraints, according to the All India Bread Manufacturers Association.

Meanwhile since, bakery products have been a necessity for people all over the world for centuries not only in developed but also developing economies. This factor has contributed to it's growth even in the lockdown, and is expected to boost the growth of this market further.

The rising trends of 'healthy living,' and 'organic products' has also increased the demand for whole wheat, low calorie, natural, and additive-free bakery products. In recent years, growth in the sales of whole wheat, wholemeal, and gluten-free bakery products is an important indication of this new trend of wellness in the market. The increased availability of such specialized bakery products will further aid the market growth during the forecast period.

“ Conclusion

To conclude, we would like to add that Mongini's has come along way in bakery business. It has continuously offered it's franchise to operate the market with time tested and repeatedly proven management concept and marketing techniques.

Even though facing tough competition, Mongini's has been able to maintain it's product prices to an affordable level which is a major achievement. But during the year 2020 the company grew by 2.6% CAGR although the estimated growth was 4%. we can consider it as growth but in reality it has dropped over 1.4% of growth.

A growth of 2.6% was primarily constituted by bread and other bakery product which saw a rise during 2020. This is where Mongini's needs to concentrate for now. The key area of growth in foreseeable future for a company such as Mongini's would be to focus more on everyday bakery items and employ more people for purpose of home delivery. As the trend of online food delivery is on the rise which also seems like a necessity during this pandemic.

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REFERENCES

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Thank You

