Problems Identification –

1.Monginis cakes are getting outdated and then other competitiors are gaining advantage by innovating new types of cakes which new generation likes For ex. Animals , Favourite Cartoons Cake , Cheese cake , face cake , mousse etc .

2.Monginis are trying to get expand the branches , so in this Retailers are not much satisfied interested to sell only those products then Monginis began selling its products in grocery stores too. Somehow a lack of interest in selling by the retailer did not help in increasing the sales. So it was thought that exclusive Monginis cake shops be opened.

3.Product Quality , Supply Quality , Presentation , Customize product with the help of customers choices , Sales Policy , high prices of Western cakes , Developing human resources , finding a new way of leadership these are the problems which find and need to identify the solution to maintain Monginis brand in the Market .

SOLUTION -

1. creation of official websites , asking questions about likes and dislikes of customer by asking questions on website or taking a survey , giving offers and free home delivery to regular customers , updating about new product , creating special products for special ocassion eg festivals etc , being active on social media and being updated on latest trend in town , using social media captions , hashtags to promote brand .

2. Developing , customising a product as new generation and as much as possible .

3. Improve websites , build a relationship between customers and producer , use online feedback to work on some failure things , ask for referals , contact old customers and give a offer to new and old customers also. Here are some ways to attract and live this business in a current trend to improvise customers choices , likes , tastes and differences .

- 4.Monginis planned to focus mainly on cakes and go for an aggressive growth strategy . Then Monginis ready   to start Sale franchise in all over the india with a comprehensive marketing strategy including the launch, pricing, ad agency selection and sales & distribution, was evolved.   Prepare for customer orientation and positive perception management.

- 5. Monginis takes all cake market cause their creating a lot of Promote their Events , Products , specially Cakes they make a Brand Name in Every Persons Mind to capture the Whole Market.

- 6.Monginis vision -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 was the essence to help of the brands growth.

7.Moninis Customer Targeting Strategy is 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 = BRAND

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Customer Growth Stratergies

1.Developing a Product – Monginis developed their product as a started from Restaurant , keep a cakes in Grocery stores then finally become a reopened a Cake shop cause of their developing products like Spanish , western , cultural cakes , some chocolates , fresh creames , toppings , celebration halls , balloons and so on

2.Selling a Franchise – in 2005 , Monginis franchise their shops to 253 to 1200 approximately . They create a Brand in everyone's Mind and attract the whole cake shop Markets.All over the india and western also they sell their Franchise with some locations, Machines, analysing market structure , observing complex economic situation .

- 3.Maintain Constancy – Monginis creates a transperency between Men Retailers and Customers to analyse price Determination . They create as a suitable transaction mode like physical online also . From recent trends they customize there products as a customer choices , likes and all.

- 4.Creating Website and Trends in social Media – Monginis creates social media websites , make their different different products , cakes and post it on social media to people loving more and make a constancy between direct Customers and people really Loved it . Monginis create a Hashtags to contain position in market

- Thank You

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