

Saamarik

Unique Id :-

VED10077

"The secret of getting ahead is getting started."

The Start of Monginis

- Monginis, the Indian Cake Shop, Founded by two Italian Brothers in Bombay.
- Messrs Mongini opened their restaurant and confectionery shop on Churchgate Street in Bombay as Mongini Ltd. In 1919, following an extending of Churchgate Street, they resumed their new and bigger structure as the Mongini Brothers.
- The ground floor will be used as Refreshment room and confectionery. The dining room will be located on the first floor. Whilst the 2nd floor may be reserved and arrangements made for wedding receptions, dinner parties, presentation ceremonies and so on

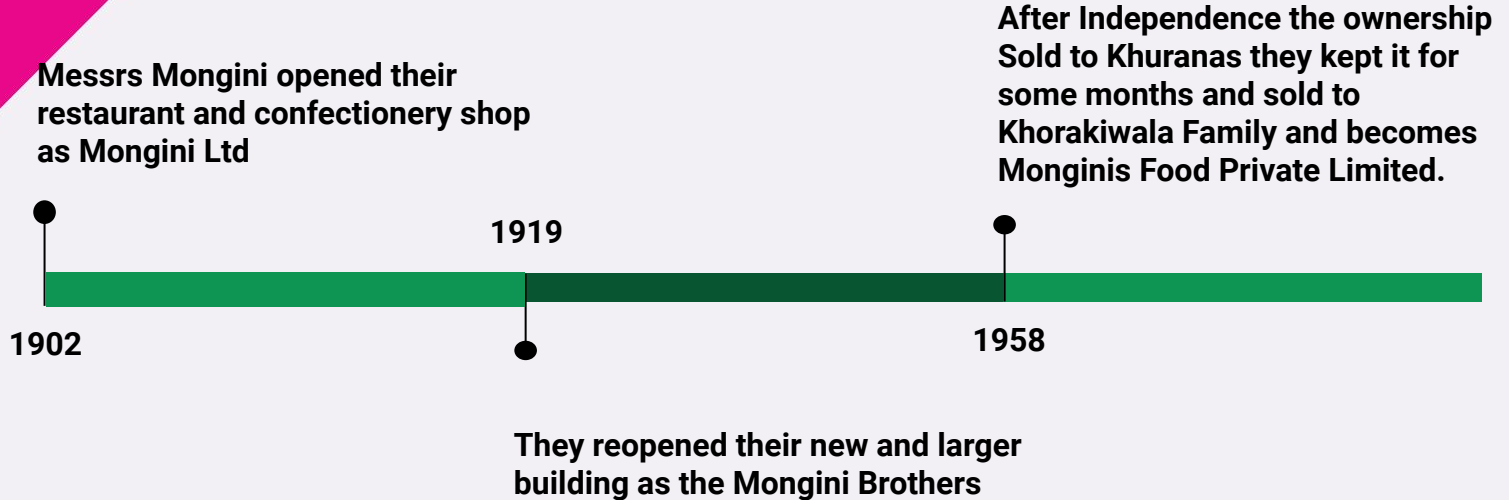


Monginis vision

- 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 of the brands growth.



Timeline



Growth

- Monginis began to sell their products in grocery stores but somehow a lack of interest in selling by the retailer did not help in increasing the sales.
- So they that exclusive Monginis cake shops be opened, And now we can see The Cake Shop Franchise Network being run all over India today - The all credit goes to Mr. H.T. Khorakhiwala (Founder President of India's National Association of The Baking Industry).
- From being a single shop then, to the highly-evolved Franchise network of nearly 200 stores across India.
- Before they produced a whole range of cakes and bakery products - both packaged and oven-fresh, But today. With over 200 products categories, Monginis is claimed to be the number one cake brand in India.



Marketing & Expansion

- Franchise Network all over India. Not only Retail Franchise but Manufacturing Franchise too.
- Dividing operations into distinct strategic business unit (SBU).
- Creating Value - for - Money products.
- Database of customers by getting their date of birth and wedding anniversary dates
- Setting up special Monginis lollipops
- focused on school promotions
- Hosting of drawing contests and quiz contests
- Products available at a large number of price points to ensure maximum availability.
- Interactive website to boost online sales.
- Targeting NRIs
- Segmenting Targeting Positioning (STP)





Structure of Monginis

SUB 1

Deals with the cake shops in the country

SBU 1 has a shelf life of 1 and 2 days

Full Range of Cakes

Pastries

Savouries

Birthday Accessories

SUB 2

Deals with the packages product

SBU 2 has a shelf life of 40 days

Slice Cakes

Ice - Cream Cakes

Mawa (Cup) Cakes

Product Range

| | | |
|---|-----------------|--|
| 1 | Cakes | <ul style="list-style-type: none">• Celebration Cakes & Pastries in Fresh Cream• Chocolate Indulgence• Gourmet Products• Photo Cakes & 3D Cakes |
| 2 | Cookies & Baked | <ul style="list-style-type: none">• Cookies• Baked - Buns, Pizza Bread and Donuts |
| 3 | Packaged Cakes | <ul style="list-style-type: none">• Swiss Rolls• Muffins Pack (Pure Veg)• Bar Cakes (Pure Veg) |

Competitors

- Monginis Competitors are Ribbons and Balloons, Birdy's, Brownie Point, Denish, Croissants etc.
- Cadbury and Mcdonalds are also a threat to monginis because they also positioning their products on line of celebration.
- The biggest competitors for monginis is Kirana's Stores & Modern Retail Format Stores is Britannia and Sunfeast brands



SWOT Analysis



Strength

- Monginis has been there for a long time almost 4 to 5 decades
- It has a good coverage, around 200 stores across India
- It has recently started Home deliver, online booking and delivering system
- Prices are more affordable without compromising quality.

Weakness

- There have been causes a lack of consistency in quality because of Monginis being a Franchise business
- Being a franchise business it has limited control over the location of the store

Opportunity

- Getting more customization options would be good for the customers
- Promoting the online system properly by targeting people

Threats

- Monginis has threat its competitors such as Birdy's, Ribbons and Balloons, Brownie Point etc
- Cadbury and Mcdonalds are also a threat to it because they also positioning their products on the lines of celebration

Conclusion & Takeaways

Finally from the project I have got a complete idea about Monginis and how well it has been successful in maintaining its hold on this tough market competition. Every business in today's market situation is surrounded by number of challenges and competitors but a how a company deals with them is very important. Even while facing tough competition Monginis is able to maintain its product's prices to affordable level is a major achievement

Monginis has come a long way in Bakery Business. Monginis offers a franchise to operate the market with time tested and repeatedly proven management concepts and market techniques. A monginis franchise enables one to purchase the experience, reputation, brand awareness, training expertise and marketing support of the franchiser.

Even customer confidence and value is quite efficiently acquired by Monginis through its practices.

Thus Monginis punch line rightly says **“Go Ahead Celebrate....”**

