

REDIFINING AND RESTRUCTURING



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1. Well established & reputed brand.
2. Good quality products at affordable price.
3. Loyal customer base.
4. Strong franchise dealership



1. Fewer variants in the range of cakes
2. Outdated visual identity.
3. Lack of consistency in quality
4. Lack of proper advertising and marketing.
5. Lack of technically oriented franchise managers



1. Having more variety in their product line
2. Tie ups with food retailers and delivery companies.
3. Promotions through website and social media platforms.
4. Developing its own app.



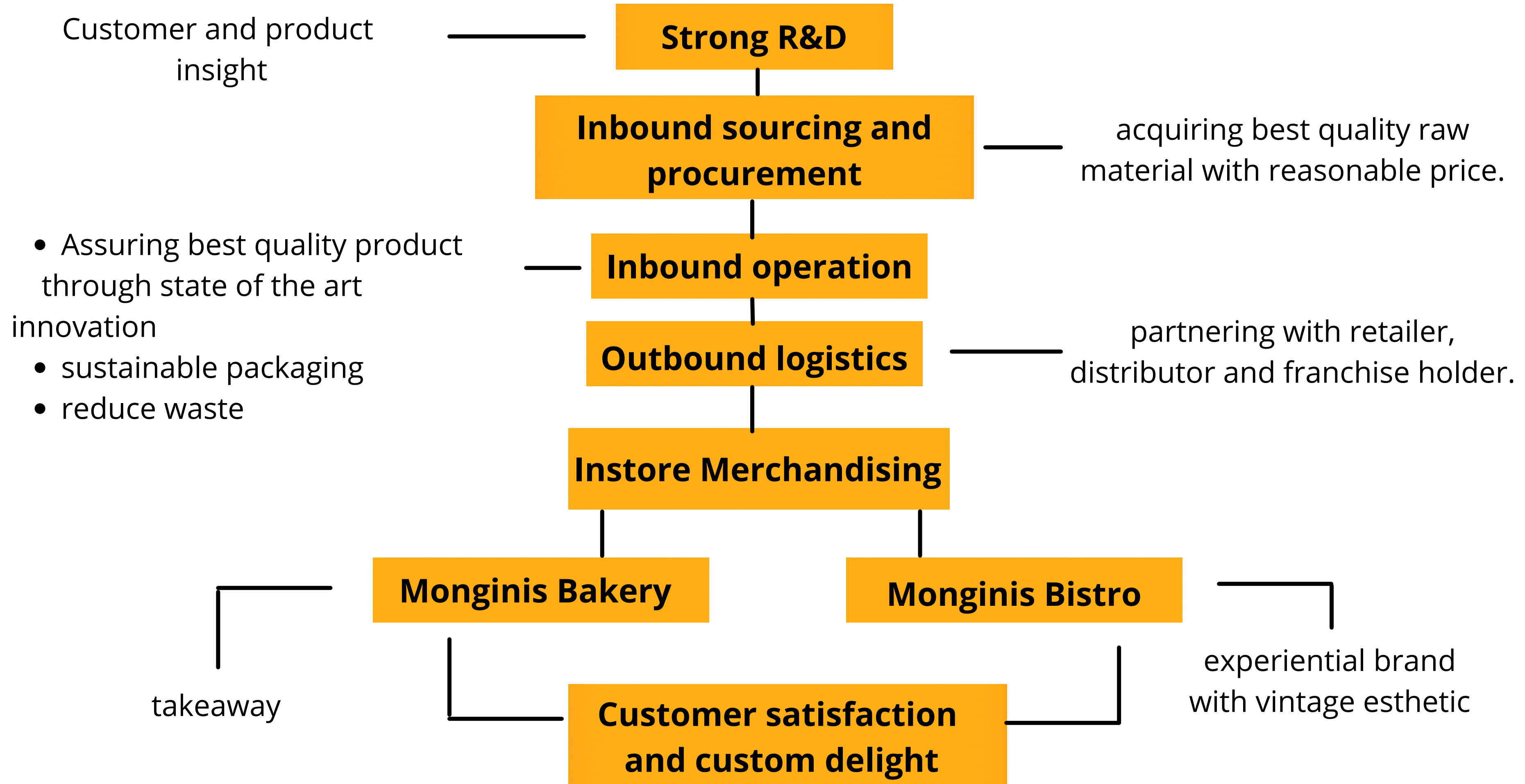
1. Huge competition (Birdy's, Brownie Point, Britannia etc.)
2. Proper training programs to upgrade employees' skills
3. To create a broader and strong brand visibility
4. Building strong mechanism to attract, understand, engage and retain customers.

- **Vision:** To cultivate a dynamic and joyful environment of delicious treats for our customers, serving responsibly and creating lingering memoirs.

- **Mission :** We are dedicated towards delivering the highest quality of cakes, confectionaries and other baked items. We offer delicious treats that can be customized and personalised, catering to local and traditional flavours in sustainable, eco-friendly packaging. We also offer healthy options for our health-conscious customers. Our brand is driven towards customer orientation with unwavering commitment and fairness to our customers, employees, franchise partners & distributors.

- **Value proposition:** We at Monginis promise to offer localized flavors served with best of the class quality, freshness and consistency. Our brand focuses on catering to all segments with customized menu from healthy, tasty to vegan options.

RESTRUCTURING MONGINIS VALUE CHAIN TO CREATE AND CAPTURE NEW VALUE



THREEFOLD MONGINIS BUSINESS MODEL

SBU I
BAKERY

SBU II
BISTRO

SBU III
PACKAGED
GOODS

Price

- Competitive pricing strategy
- Value based pricing strategy
- Premium pricing strategy

Place

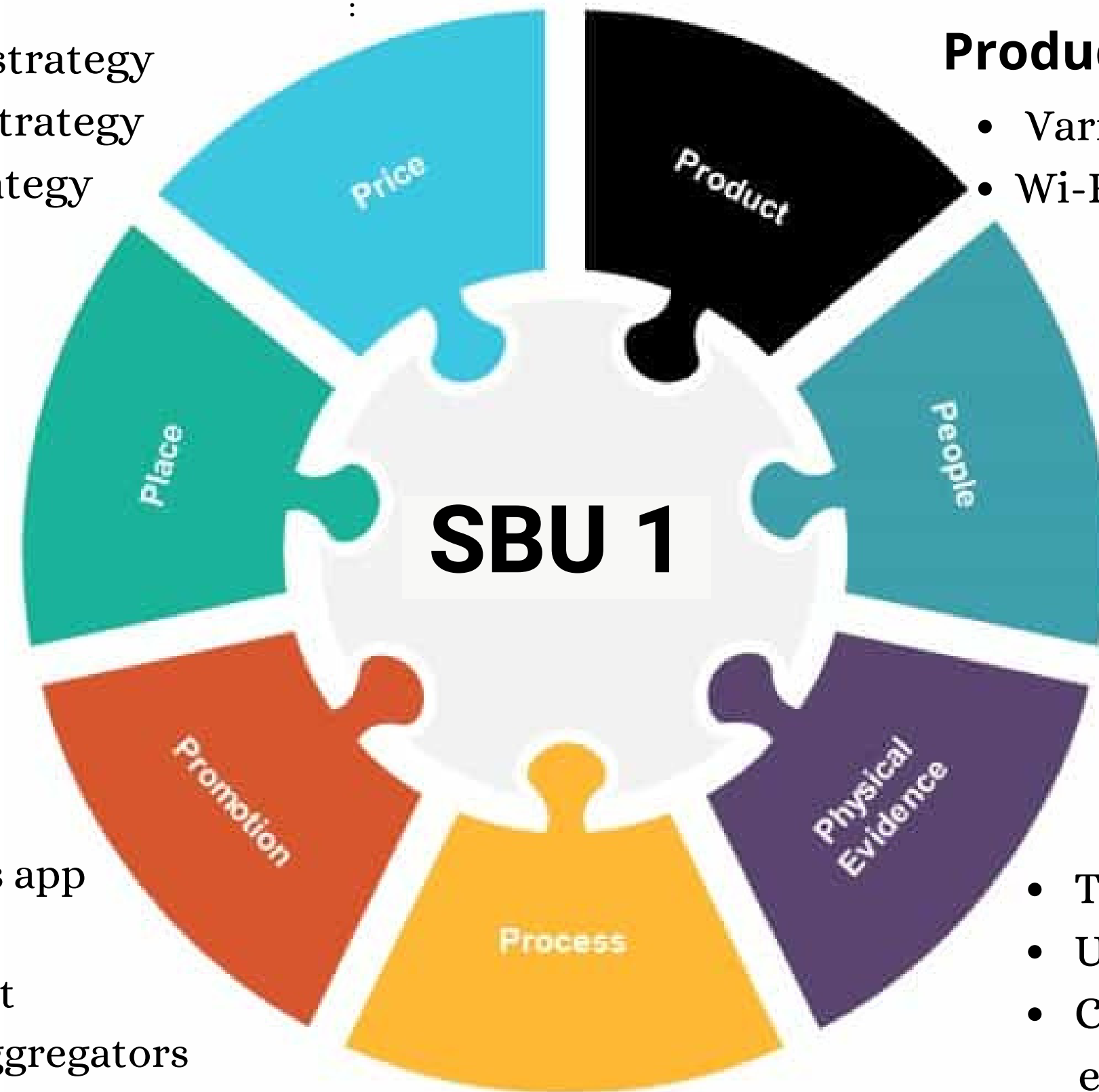
- Strategically located outlets.

Promotion

- social media platforms, Mongini's app and website
- Influencer hosting baking contest
- Tie-ups with retailers and food aggregators
- Combo deals, Loyalty programs, Coupons, etc.
- Offers, personalized emails & gifts on special occasions.

Process

- website/app
- bakery
- takeaway



Product

- Variety & innovative flavours
- Wi-Fi and Music

People

- One week training programs for employees every 6 months to maintain standard quality.
- Uniform dress codes for staff.

Physical Evidence

- Theme oriented outlets
- Uniform dress codes for staff
- Clean, friendly and comfortable environment with light relaxing music.
- Cozy lounge chairs and sofas

Price

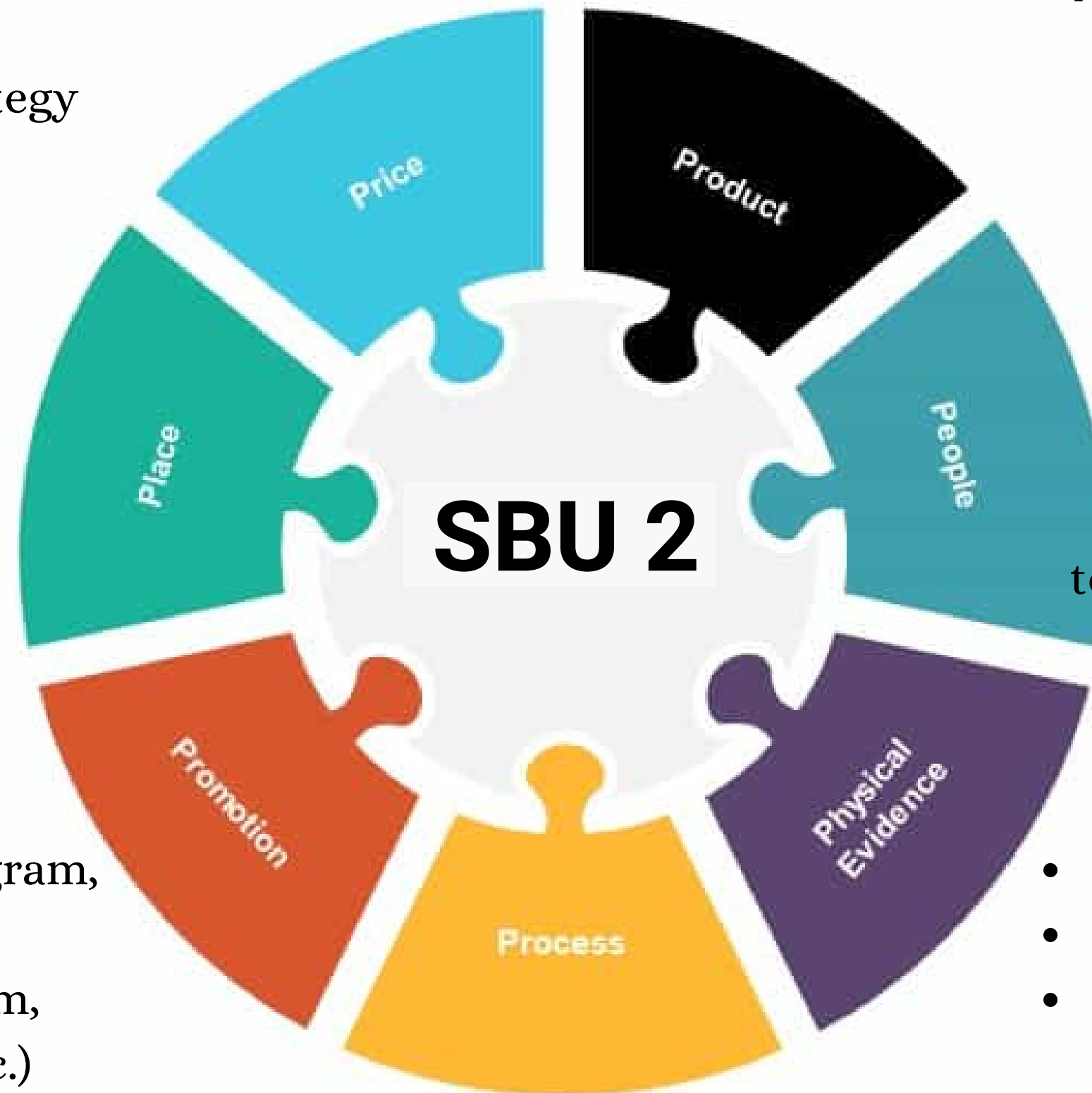
- Premium pricing strategy
- Value based pricing strategy

Place

- Strategically located outlets

Promotion

- Social media platforms (Instagram, Facebook, etc.)
- Monginis app (rewards program, customised order, coupons, etc.)
- Monginis website



Product

- Premium quality cakes and confectionaries
- Vintage aesthetic
- Wi-Fi and Music

People

- One week training programs for employees every 6 months to maintain standard quality
- Uniform dress codes for staff.

Physical Evidence

- Theme oriented outlets
- Uniform dress codes for staff
- Clean, friendly and comfortable environment with light relaxing music.
- Cozy lounge chairs and sofas

Process

- Website/App
- Monginis Bistro
- experiencing the brand

SEGMENTATION

- ·Mongini's has its main consumer base in between the age group of 16-40 years.
- ·Mongini's makes products for different age groups and different price lines having low and high incomes as well.
- ·Provides a Health oriented section (includes vegan and gluten free products) in its menu for their health-conscious customers.
- ·Offers local and traditional flavours according to the tastes of that community.

TARGETING

SBU 1

- Middle class, upper middle class and elite groups.
- Millennials (1981-1994) and Generation Z (1995-2010) of all genders and ethnicities.
- Students, families & executives

SBU 2

- Upper middle class and elite groups.
- Millennials (1981-1994) and Generation Z (1995-2010) of all genders and ethnicities.
- Families & Business executives.

STPD

POSITIONING

- ·Value driven and trustworthy
- ·Eco friendly brand
- ·The brand offers tasty and fresh delicacies for every occasion that can be celebrated with loved ones with joy and happiness.

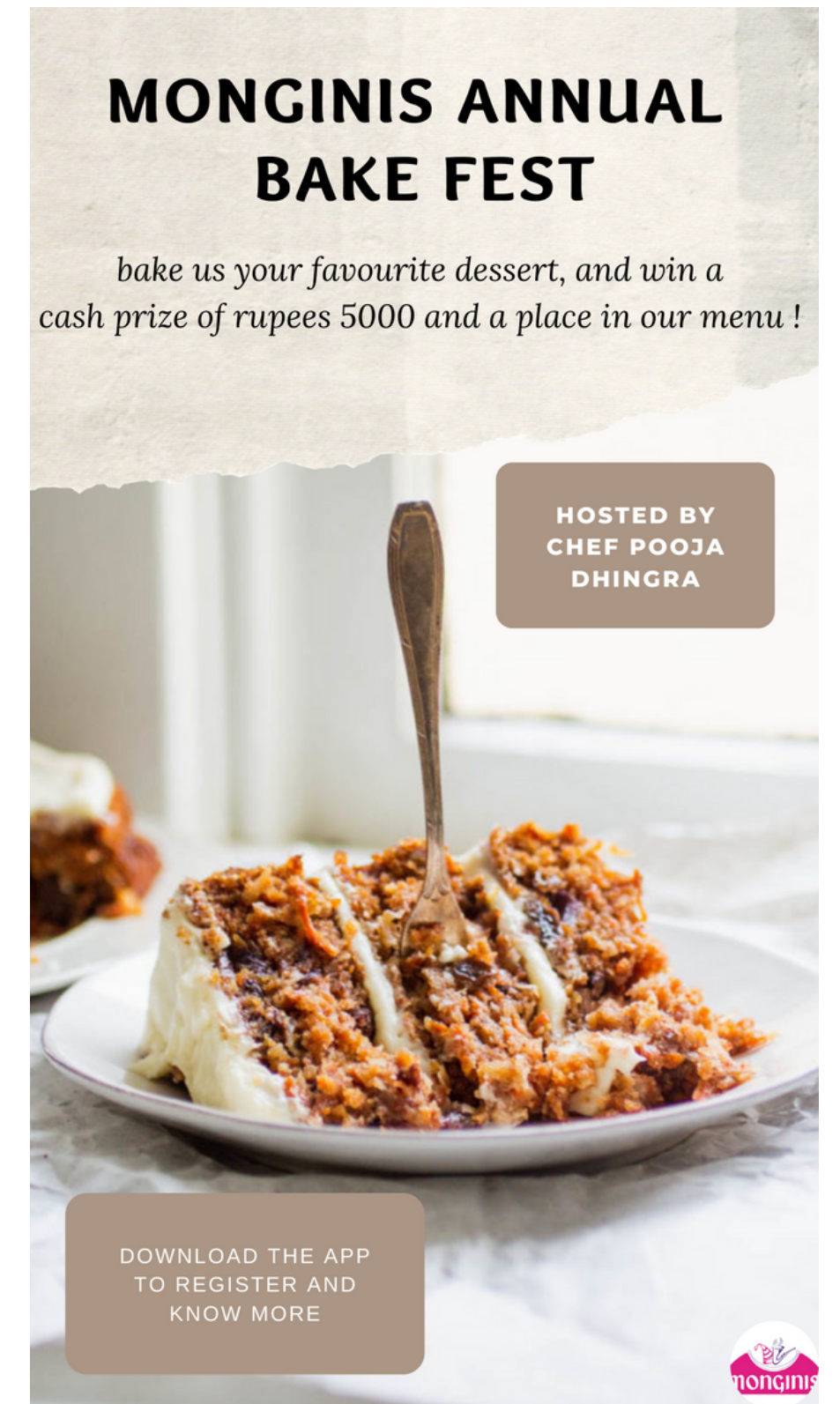
DIFFERENTIATION

- ·The brand focuses on innovation (Variety of products and flavours)
- ·Provides Sustainable packaging
- ·Offers health-oriented menu which includes vegan and gluten free options

PRINT ADS




(Print Advertisement to demonstrate diversity during the **Pride Month**)



(Instagram Ad for the **Annual Bake Fest** held by Monginis in December)

"WOW! YOU ARE GOING TO EAT ALL OF THAT?"
 "YOU ARE LUCKY TO EAT WHATEVER YOU WANT"


"HOW WERE YOU ABLE TO FINISH ALL THAT?"
 "NO MORE!" "YOU ARE JUST GETTING A SALAD?"



"DO YOU ALWAYS EAT SO MANY CARBS?"
 "IS THAT ALL YOU ARE EATING?" "THAT WAS A LOT"

"I COULD NEVER EAT THAT, I AM ON A DIET!"
 "YOU KNOW THAT HAS GLUTTEN IN IT RIGHT?"

LET THE WOMEN EAT
 THIS WOMEN'S DAY LET'S PUT A STOP TO THE SHAME

Visit <https://www.monginis.net/> and celebrate the women in your life! 

(Print Ad for social cause - **WOMEN'S DAY**)



নববর্ষের সেবা খাবার, মন্জিনিস এনেছে আবার!

শুভ নববর্ষ




(PRINT AD TO SHOW SEASONAL MARKETING
 CATERING TO LOCAL TASTES DURING **THE
 BENGALI NEW YEAR**)

REFERENCE

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- value chain model by Michael Porter