

CASE STUDY ON :

Monginis – The slowing growth
curve of Celebration King

Group Member ID:

VED10097

VED10096

VED10120



Appendix

• Overview Of Case	3
• Knowing your Costumer	4
• Reason for unsatisfaction of Monginis Costumers	5
• Survey conducted by our team	6
• Solutions to Costumer`s Problems	7-9
• Summary	10

1. Overview Of Case

Monginis, The Indian Cake Shop, was founded by two Italian brothers, in 1902.

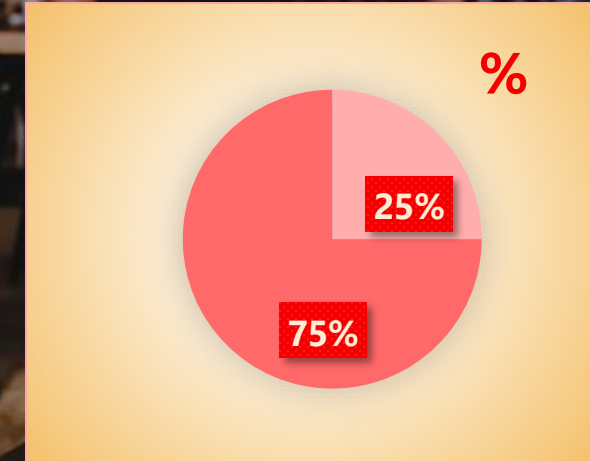
After independence the ownership passed to Indian hands as the brothers left the country.

The popularity of monginis grew tremendously during that period due to its richness of flavors and lack of competition.

But with time many other brands started to root in the market, which were willing to answer the needs of costumers in a fancy and satisfying way. Some well known brands who has take over the market : Kekiz, Cake & Cream, Ribbons & Balloons, Pirajees, etc.

Monginis lack to cope up with the drastically changing market and that is leading to downfall of the brand.

Costumer Satisfaction Report as per 2020

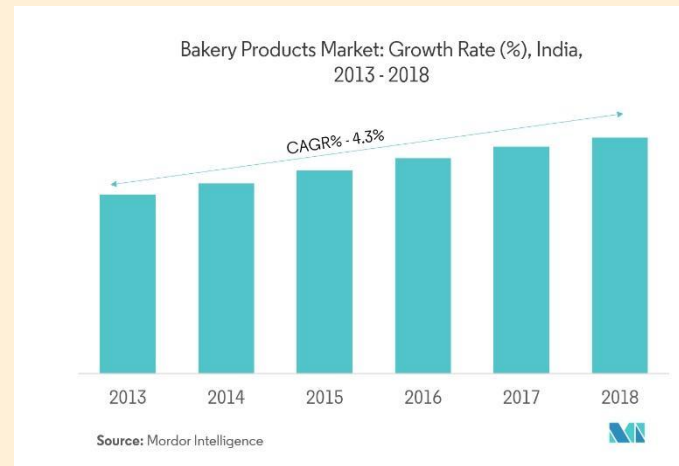


Costumer Satisfaction	25%
Unsatisfied Costumers	75%



2. Knowing Your Clients

- The people from all age groups prefer confectionary products.
- It may be either for :
 1. Birthday Parties
 2. Festival Celebration
 3. For official Parties
 4. Anniversaries
 5. Some Pastries Lover`s
 6. Other Bakery Products



3. Reason for unsatisfaction of Monginis Costumers

1. Unsatisfaction due to quality

According to Indian Consumer Complaint Forum
Reviews by costumers on

www.consumercomplaints.in/monginis-cake-b105082

- Monginis sold a rotten cake that made my 3 years old nephew sick.
- I brought a pastry from monginis nd it was very bad quality. They sale the old stock to the customers nd didn't accept their fault.. Didn't value the customer!!

2. Unsatisfaction due to lack of costumers service

- I want to complain on monginis as they are not sticking price tags on cake and charging higher prices than earlier . When I asked they are telling we don't provide price tags with cake .
- This rating is for the behavior of the shop owner and not the food. We used to regularly visit this shop and have lot of snacks. The owner of the shop rarely turned on the ac. My son of 4 years asked him if the ac is damaged... Why is not the ac working... Initially the owner said it's not working... Water is leaking... This was his regular reply. Today my son said is the ac always not working?... He said ask your father to pay the bill of the ac for your comfort...!!!... We are unable to afford it...



4. Survey conducted by our team

As per the survey conducted by our group ,we found the following reasons responsible for declined market of monginis :

1. lack of adaptation in produces as per the growing needs
2. lack of social media involvement
3. unable to attract the new generation clients
4. unwillingness to answer the complaints

5. Solution to Customers Problems

1. Monginis should adapt with the growing needs of the costumers.

Different varieties of the cakes with the bite of creativity should be added to the menu

Thorough quality assurance of byproducts and the product should be checked regularly.



Solution to Problems

2. Social media is the platform where you will find all age group people and hence is the best place to promote monginis products to gain popularity in a tempting way




Solution To Problems

3. Today's generation prefers places with a sitting arrangement so that you can lounge and feel the comfort of the place.

Monginis should adapt to small cafe places and offer a free something on special occasion to lure the customers as like the big brands do including burger king.



A row of wine glasses on a table, with a dark, abstract brushstroke background on the left side of the image. The glasses are arranged in a line, and the background is a mix of dark and light colors, suggesting a restaurant or bar setting.

THE SOLUTIONS WE PROVIDED ARE BASED
ON PERSONAL SURVEY AND COSTUMER
REVIEW ON OFFICIAL WEBSITE.

THE SOLUTIONS PROVIDED BY AS ARE A
RESULT OF AMONG THE VARIOUS SOLUTION
WE CAME ACROSS WHILE STUDYING THE
BRAND TO INCREASE ITS MARKET.

THANK YOU!