

MONGINIS[®]

A party without cake is just a meeting



Prepared by
VED10139 AND VED10110

- ▶ “A customer is the most important visitor on our premises. He is not dependent on us. We are dependent on him. He is not an interruption in our work. He is the purpose of it. He is not an outsider in our business. He is part of it. We are not doing him a favour by serving him. He is doing us a favour by giving us an opportunity to do so.”

-Mohandas Karamchand Gandhi

INTRODUCTION

Generations of residents have had their birthday cakes, cookies, and chocolates brought in from the neighbourhood outlet of this much beloved bakery chain. And under the father-son duo Zoher and Qusai Khorakiwala, *Monginis* was one of the first companies India to franchise its cake and pastry shops across the country, opening over 680 outlets in 16 cities over the year. (In 2015, some 210 stores in West Bengal, Odisha, Bihar, and the northeast were rebranded as Mio Amore after the end of a franchising agreement.)

- ▶ *Monginis*, the Indian cake shop, was founded by two Italian brothers in Bombay.
- ▶ In 1902, Messrs Mongini opened restaurant and confectionery shop on Churchgate street in Bombay as Mongini Ltd.
- ▶ On March 21, 1919, Times of India described, “*Messrs Mongini’s building will prove a valuable addition to the palatial business establishments of the city...*”
- ▶ *Mongini’s* was also famous for Bombay’s European and Indian elite to have dinner.
- ▶ In 1930s, Mongini’s became famous for Hungarian Orchestra.

- ▶ In 1930, The Times of India wrote “favoured haunt in the afternoon and evening by city’s socialites, intelligentsia , and business bosses”.
- ▶ Mongini expanded there business in Calcutta by the name Mio Amore.
- ▶ After the end of Second World War, as India became Independent, the Mongini brothers left the country, selling their restaurant to a local family.
- ▶ The Founder President of India’s National Association of the Baking Industry, Mr. H. T. Khorakhiwala pioneered the operations that resulted in the establishment of the first **Mongini’s cake shop in 1971.**

In order to make a comfort zone for customers it is very important to provide him with the same set of experience every time he visit a shop it may be of any area to bring about uniformity it is essential to identify the points of differentiation and ways to overcome it.



PURPOSE

- ▶ To supply best quality products with value for money.
- ▶ To continue maintaining national leadership in cakes with presence in all town, across the country to develop employment.

This work the essence of the brand growth.

A simple principle was followed to fulfil its vision,

*“Customer remains that most important consideration
around whom all other activities revolve.”*

This was the main reason for its rise as a retail franchise network, resulting in *Mongini* becoming market leader in the cake industry and the largest food store chain in India.

STRATEGY

- ▶ Aggressive growth strategy
- Selling through the franchising route
- The launch, pricing, ad agency, selection and sales & distribution was also part of strategy.
- To opt a customer orientation & positive perception management.
- A strong campaign supported by periodic promotion.

Dividing operation into two strategic business units and independent product centres was planned for Mongini Food Limited (MFL). By now MFL had two units Mumbai-One at Versova and the other at Bhandup. Samsika Marketing Consultant Pvt Ltd, were hired to help MFL achieved its growth and promotional plans by Mr. Jagdeep Kapoor, MD Samsika Marketing informed, “MFL’s market share grew to 50% in Mumbai and 70% in other metro cities in the Rs 70 crore cake market in India .

Two strategic business units was develop:

SBU-I deals with cakes shops in the country spread out in Mumbai, Calcutta, Pune, Hyderabad, Rajkot, Goa, Nasik, Baroda & Jaipur. units deals with merchandising of a full range of cakes, pastries and birthday accessories. The products under SBU-I have a shelf life for a day or two.



SBU-II comprises packaged products like slice cakes, ice-creams cakes, and mawa(cup). The products under SBU-II, is meant to last for as long as 40 days.

❖ PROMOTION:

- 1) Monginis has used media such as TV, print, web, hoardings etc.
- 2) It regularly comes out with offers on festive occasions.
- 3) Special cakes and chocolates for all those SSC(10th Standard)
- 4) The successful boys can be gifted with a blue coloured basket filled with assorted chocolates and decorated with a Doll(Boy).
- 5) Girls can be gifted with a pink coloured basket filled with assorted chocolates and decorated with a Doll (Girl)

❖ BRANDING STRATEGY:

Segmenting Targeting Positioning(STP) of Monginis.

- ❑ Segment- Anyone who likes to have cakes generally or on special occasion. “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 prices.”

SWOT ANALYSIS

Strength:

- i. Monginis Foods Pvt. Ltd. Has been there for a long time almost for 4 to 5 decades.
- ii. It has good coverage; it has 500 retail stores all over India.
- iii. Has acquired a name in the world of bakery, food processing and packaged foods industry.
- iv. It has recently started offering home delivery and online booking and delivering system.
- v. Prices of their products are quiet reasonable as compared to its competitors.

Weakness:

- i. Monginis has fewer varieties in the range of cakes as compared to its competitors.
- ii. There have been cases of lacks of consistency in quality because of Monginis being a franchise business.
- iii. Being a franchise business it has limited control over the location of the stores.
However, some of its stores are not strategically located.

Opportunities:

- i. There is an opportunity for Monginis to make its presence felt in the malls which now-a-days becoming a strategic location for such king of products.
- ii. Getting more varieties in their product range by proper market research.
- iii. More service can be added to boost sales further and make the brand name stronger in the mind of the customers.
- iv. Promoting the online system properly by targeting corporates, NRIs, etc.

Threats:

- i. Monginis has threat from its competitors such as Birdy's, Hang Out, Merwans, etc.
- ii. Cadburys and Mc Donald's are also a threat to it because they are also positioning their products on the lines of celebration.



Competitors

- ▶ Birdy's
- ▶ Brownie point
- ▶ Ribbons and Balloons

The Bakery Line is one of the most upcoming businesses today because of the reason that children are born every minute and people will not stop celebrating their birthdays. Monginis, a very well known brand in this business has gone as far away from the time it first started its operations. There is intense competitions among leading cake shops of the town. Some of the competitors which Monginis has are

Birdy's, Brownie point, Ribbons and Balloons, Danish Cake shop etc .



Terms and Condition:

- i. Product price mentioned is inclusive of delivery charges, local taxes and transaction fees hence, no additional charges are applicable to the product.
- ii. Orders are accepted from around the world, for deliveries only in select cities of India.
- iii. Lead time for delivering is 3 working days.
- iv. All deliveries will be executed between 12 noon-6 p.m.
- v. Unavailability of the recipient, for any reason will be treated as cake delivered.



RECOMMENDATIONS

- ▶ Monginis can tie-ups with new retail chains in the market line Relaince Market, D-Mart, Walmart, Big Bazaar, and food retail chains in the malls to sell their product.
- ▶ Monginis can also tie-ups with food delivery partners like swiggy and zomato to promote their products.
- ▶ Having more variety in their product line by proper marketing analysis.
- ▶ More services can be added to further boost sales and strengthen the brand names in the minds of customers.
- ▶ Supporting the online program effectively by approaching businesses, NRIs, etc.
- ▶ Getting more customization options would be good for customers.
- ▶ Using the “What are you celebrating today” tag line?
“More efficiently.
- ▶ The company can tap rural markets.
- ▶ Introduction of numerous and varieties of cake.

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THANK YOU