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MONGINIS

HIGH QUALITY
AND REASONABLE PRICE

INTRODUCTION



- Important points
- ➔ On March 21, 1919, Times of India had reported, “Messrs Mongini’s building will prove a valuable addition to the palatial business establishments of the city.
 - ➔ It was also a place for Bombay’s European and Indian elite to have dinner while they listened to classical music, hold meetings, book clubs and other cultural and business affairs.
 - ➔ After independence the ownership passed to Indian hands as the brothers left the country.
 - ➔ Mongini cakes and puffs were quality product and affordable.

➔ 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.

➔ Hence, creating value-for-money products without compromising on quality in terms of taste or appearance, was the unwritten rule. This was the main reason for its rise as a retail franchise network, resulting in Monginis becoming market leader in the cake industry and the largest food store chain in India.

➔ To support the strategy, MFL chalked out a distribution plan to be executed through two strategic business units (SBUs)-one SBU will deal through exclusive Monginis cake shops and the other outside the Monginis universe.

➔ SBU-I deals with cake shops in the country .



➔ SBU-II comprises packaged products like slice cakes, ice-cream cakes and mawa (cup) cakes.

➔ In the past decade there are far more expensive bakeries, compared to Monginis, that have come up and surprisingly they are doing very well.

➔ The buying pattern of the consumer is changing from time to time.

➔ Monginis has threat from its competitors such as Birdy's, Brownie Point, Ribbons & Balloons, Denish, Croissants etc..



➔ The biggest competitor for Monginis in Kirana stores and Modern Retail Format Stores is Britannia & Sunfeast Brands as they have a wide range of Bar cakes, cookies and snacks.



➔ For many years moginis hasn't changed the visual identity of their product range which has made them look outdated compared to their competitors' product

➔ Competitors are using modern technology and techniques, sudden increase in the cake variant dealer shops have given options to the cake consumers to pull the distinctive and difference of opinions, with respect to taste, cost and service.

SWOT ANALYSIS

India's Most Trusted Brand 2015 in CAKES category



Strengths of Monginis :

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

Weakness of monginis :

- ➔ Monginis has fewer varieties in the range of cakes as compared to its competitors.
- ➔ There have been cases of lack of consistency in quality because of Monginis being a franchise business.
- ➔ Monginis is not promoting its products aggressively.
- ➔ Being a franchise business it has limited control over the location of the store. Hence some of its stores are not strategically located.

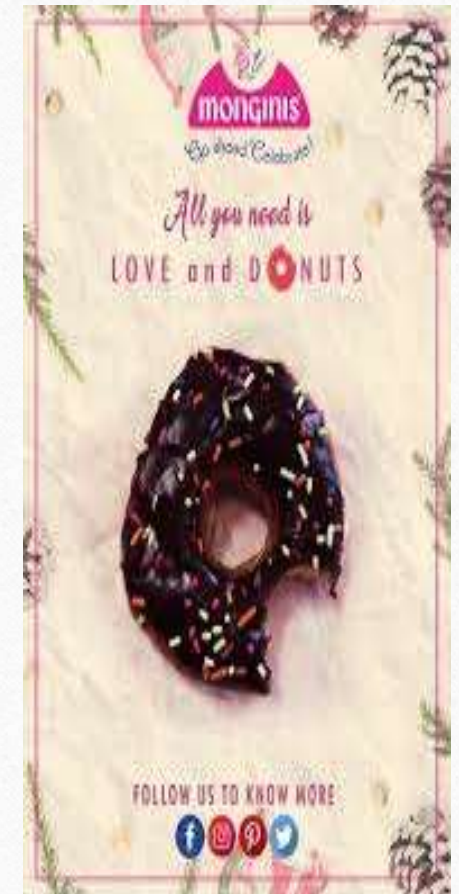
Most Admired Retail Food Chain - 2010 - IMINT award

Award for Shoppers & Consumer Insights



Opportunities of monginis:

- ➔ There is an opportunity for Monginis to make its presence felt in the malls which now-a-days becoming a strategic location for such kind of products.
- ➔ Getting more varieties in their product range by proper market research.
- ➔ More services can be added to boost sales further and make the brand name stronger in the mind of the customers.
- ➔ Promoting the online system properly by targeting corporates, NRIs, etc.
- ➔ Getting in more customization options would be good for the customers.
- ➔ Using the tag line “What are you celebrating today?” more effectively.



Threats of monginis :

- ➔ Monginis has threat from its competitors such as Birthdays, Hang Out, Merwans, etc.
- ➔ Cadburys and McDonalds are also a threat to it because they are also positioning their products on the lines of celebration.
- ➔ Mithai Mate is a latest venture in the world of online gifting of sweets which is also a competitor to Monginis.
- ➔ The franchise system of business can lead to sometimes misuse of the brand name. It can also hamper the quality of the product and also the service offered by the employees at the store.



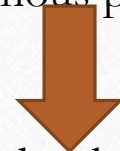
1902 Monginis opened a cake shop Bombay



March 21, 1919 times of india had reported



In 1930 Monginis had become famous place for hungertan



Mongini expanded to calculate under the banner more



1958 Monginis chattering was done by khorakiwala family and became mongini private limited



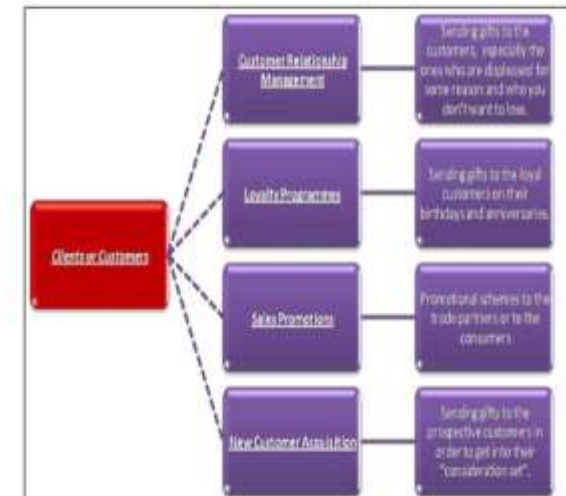
Mr H.T khorakiwala pioneered operations which requested the establishment of Monginis cake shop in 1971

Analysis Report

There was a mixed reaction of the people as per their variant choices but as per my analysis I found that majority of the people were eager about Monginis coming up with some kind of Health Drink may be fruit juices etc.

Other category that was focused upon was Sugar-free products for diabetic people. Some other choices mentioned by people surveyed were more varieties in Savories, Macaroni products, French Fries and White and Brown Breads.

CUSTOMER RELATIONSHIP MANAGEMENT



Thank you for your attention!

