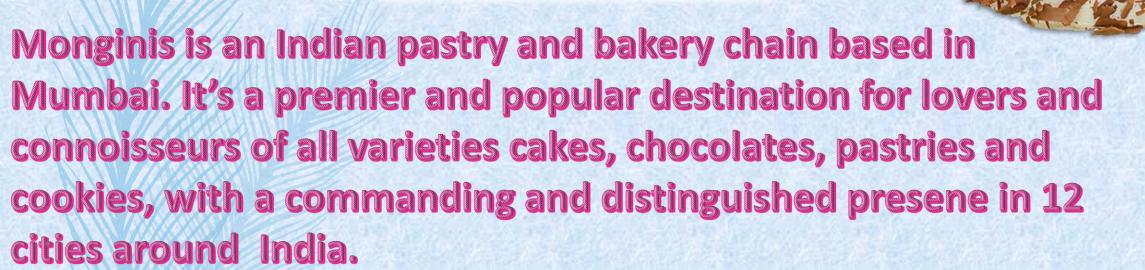


INTRODUCTIONS





MISSION OF THE ENTERPRISE



- "Our mission is to offer gourmet cakes, pastries, cupcakes, cookies and more that are universally enjoyed by family and friends and make monginis a part of all life celebration and memories"
- "Our core is to help people express their happiness in a memorable way".

MISSION OF THE ENTERPRISE



- "All our products and services shall be offered with the same love, care, and affection as if, the were meant for the most beloved person".
- "To supply best products with value for money to continue maintaining national leadership in cakes with a presence in all towns, across the country to develop human recourse".

MARKETING INSTRUMENTS



- Monginis Gift coupons and corporate Gift.
- Prompt and efficient delivery service.
- Online buying facilities <u>www.monginis.net</u>
- Free home delivery with assorted Gifts.
- Retail and franchise outlet all around the near by locations.
- Co-branding with major retail giants across India.
- Offers on festive occasions.

ACHIEVEMENTS



- Monginis has spread its wings across exclusive 521 outlets
- Using 1,25,000 sq. ft. of retail space
- Over 20,000 non exclusive dealers selling the brand
- A daily football of 75000 customers
- Large organized retailers like Big Bazaar, More, Spencer's, Dmart, Star Bazaar, Reliance.

MARKETING MIX MONGINIS

monginis

PRODUCTS:

- 1. Fresh cakes all occasions.
- 2. Chocolates., pastry, snacks, sweets and cakes and chocolates combo
- 3. Some packaged foods, like slice cakes, ice-cream cakes and [mawa] cup cakes.
- 4. Home deliveries and online booking and gifting systems.

PRICE:

- 1. Price of monginis cakes in reasonable/affordable as compared to its competitors
- 2. The prices of cakes vary on their size, flavor and products decorating.
- 3. On a average a 1 pound cake would cost something arounds 300 Rs and it goes up to 1200 Rs depending on the size and the flavor.

MARKETING MIX MONGINIS



PLACE:

- 1. Monginis cake shop is present in 12 major cities in India t.
- 2. Around 500 retail outlets or franchise all over India.
- 3. Goods which are unsold are taken back by the company and given away in charity if in consumable condition or else Destroyed.

PROMOTION:

- 1. Monginis has used media such as TV, print, web, hoardings, etc.
- 2. Every occasions it come out with new offers.
- 3. Any specials cakes is made by monginis and its fulfil consumer wants/desire.

SWOT ANALYSIS OF MONGINIS



STRENGTS OF MONGINIS

- Monginis Food Pvt. Ltd.
 Has been there for a long time almost for time almost for 4 to 5 decades.
- 2. It has expanded very well through its retail franchises across cities in India with reasonable pricing.
- 3. Services like home delivery, online booking and delivery of products, has added to the convenience of buying
- 4. It is a long time, well established brand, with a number of loyal customer based amongst adult and

WEAKNESS OF MONGINIS

- 1. Monginis has fewer varieties in the range of cakes as compared to its competitors.
- 2. There have been cases of lack of consistency in qualities because of Monginis being a franchise business.
- 3. Monginis is not promoting its products aggressively.
- 4. Monginis doesn't developed their products like other bakeries

OPPORTUNITIES OF MONGINIS

- 1. 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.
- 2. Getting more varieties in their products range by proper market research.
- 3. Monginis can expand in India and abroad.
- 4. Increase the business of toys, candels, balloons, and other celebration items.

THREATS OF MONGINIS

- Mismanagement of any franchise can affect the brand name adversely.
- 2. Monginis has threat from its competitors such as Birdy"s Brownie Point, Ribbons Balloons, Denish, Croissants etc.
- 3. Cadburys and
 McDonalds are also a
 threat to it because they
 are also positioning
 their products on the
 lines of celebration.
- 4. The biggest competitor for Monginis in Kirana stores and Modern Retail Format Stores is

MARKETING STRATIGIES



- NEED TO WORK ON FEWER VARIETIES IN THE RANGE OF CAKES
- SUBDULE THE OF LACK OF CONSISTENCY IN QUALITY BY EITHER INCREATING INVENTORY IR CUSTOMIZED THEIR SUPPLIER.
- MAKING AGGRESSIVE BRAND PROMOTION BY DOING ATL & BTL ACTIV



MARKETING STRATIGIES

USING THE TAG LINE.



WHAT ARE YOU CELEBRATING TODAYS?

