

CASE STUDY



A Cake Can Make Your Day



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UNIQUE ID

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INTRODUCTIONS



Monginis is an Indian pastry and bakery chain based in Mumbai. It's a premier and popular destination for lovers and connoisseurs of all varieties cakes, chocolates, pastries and cookies, with a commanding and distinguished presence in 12 cities around India.

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, they 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 www.monginis.net
- 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



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



STRENGTHS OF MONGINIS

1. 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

1. 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 STRATEGIES



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



MARKETING STRATEGIES

USING THE TAG LINE.



‘WHAT ARE YOU CELEBRATING TODAY?’

