



MONGINI'S CASE STUDY

UNIQUE ID- VED10055 &VED10056





EXECUTIVE SUMMARY

Monginis traces its roots back to its humble beginning, to a time when it was a favorite with the Europeans in Mumbai. Little excuse was needed for the Englishman to pick up a Monginis cake whenever there was an occasion in his family. A birthday, an anniversary, a wedding or even tea-time would not be complete without Monginis.

In the 1960s, Monginis was bought over by the Khorakiwala family and after that history was made. By 1971, the idea of having a nationwide franchise network and reaching out to customers in their neighborhoods was born.

Today: The 42,000-sq-ft HACCP certified headquarters of Monginis is the place from where all the yummy stuff emerges from. It is the nationwide headquarters, to which all manufacturing and cake shop franchisees report. It is the fountainhead of ideas that are good enough to eat.

Finally, the project gives information about the story of monginis its products and the ways in which, Indian consumers and the cake lovers are experiencing, celebrating and giving an monginis an successful edge.

BUSINESS MODEL



“Monginis” exclusive cake shop business operates on a franchisee model. It franchises out not only the retailing but manufacturing also. It strongly believes in inherent human entrepreneurship and strives to bring it out by training and by giving a lot of freedom in working so as to create “entrepreneurs”.

1

MONGINIS OWNER

Founded in Bombay In 1902 by two Italian brothers. They sold the business to Khuranas who kept it for some months and sold it to Khorakiwalla family. In 1958, Mongini’s catering was taken over by the Khorakiwala family, and became Monginis Foods Private Limited.

2

MANUFACTURING FRANCHISEE

manufacturing facilities produce a whole range of cakes and bakery products - both packaged and oven-fresh. Also now it was into - Celebration Cakes, Cookies, Specialty Breads, Chocolates, Snack Foods and Savories and also into Party Decoration, from supplying buntings to disposable-plates and party take-home gifts

3

RETAIL FRANCHISEE

Monginis Cake Shop in 1971”. From being a single shop then, to the highly-evolved franchise network of nearly two hundred stores across India. The emphasis now had moved on to localized production for local tastes. The focus was on quality, presentation and service.



PROBLEM

Slowing of the growth curve

- 1. Limited advertising and geographic reach of Monginis compared to leading FMCG companies.
- 2. Perishable goods means limited shelf life which sometimes affects the margins.
- 3. Threat from its competitors such as Birdy's, Brownie Point, Ribbons & Balloons, Denish, Croissants etc.
- 4. Less variety of cakes being offered as compared to competitors.
- 5. For many years now Monginis hasn't changed the visual identity of their product range which has made them look outdated compared to their competitors' products





THREATS



MISMANAGEMENT

Mismanagement of any franchise can affect the brand name adversely.



COMPETITION

Severe competition in the business can affect Monginis' profit margins.



INCREASE IN COSTS

Increase in cost of raw materials affect the business.

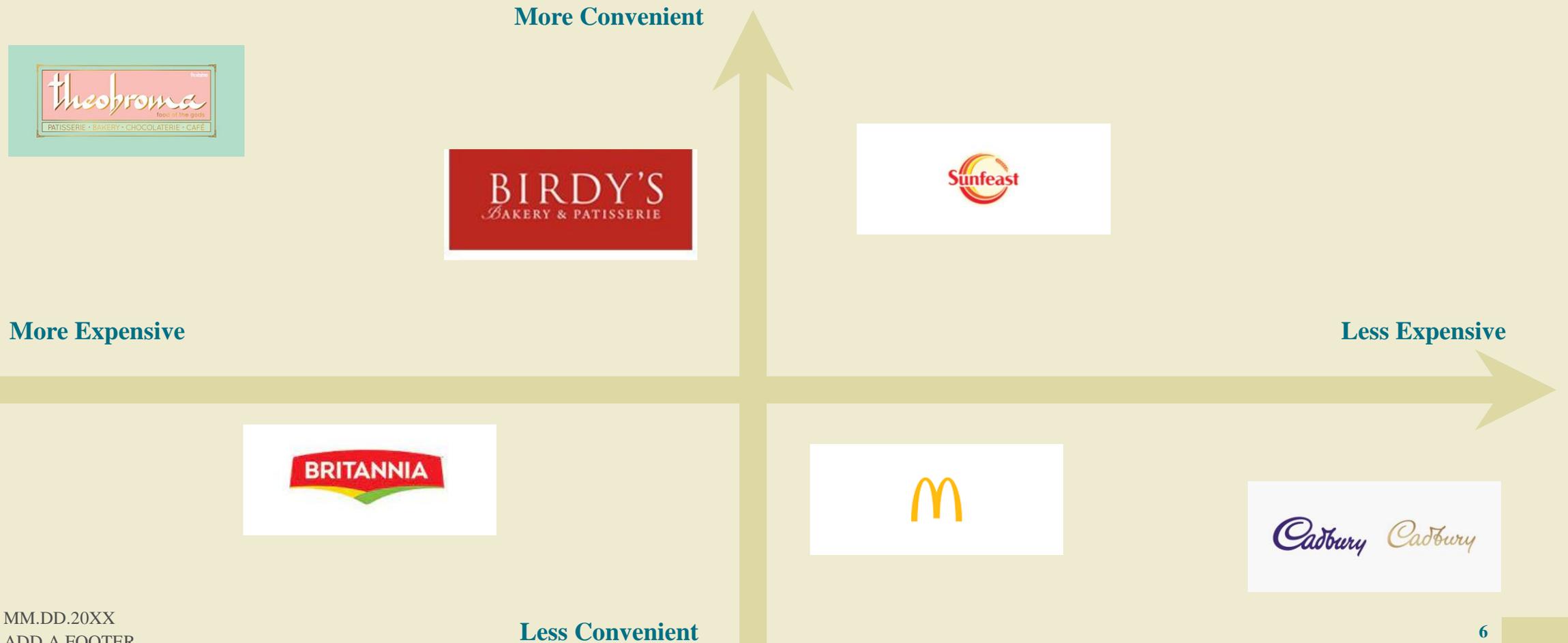


CONSUMER BEHAVIOUR

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



COMPETITION





SOLUTION

- 1. Mongini's can expand in India and abroad
- 2. Introduction of different and new varieties of cakes.
- 3. Increase the business of toys, candles, and other celebration items
- 4. Mongini's can emphasize and publicize the online ordering of products or gifts.
- 5. strong marketing initiatives



7
Billion

\$7.6
Billion

\$12.3
Billion

2018

2020

2026

MARKET OPPORTUNITY

The Indian bakery market stood at a value of nearly USD 7.60 billion in 2020. The market is further estimated to grow at a CAGR of 8.5% between 2021 and 2026 to reach a value of USD 12.39 billion by 2026. The Indian bakery market is being supported by the thriving biscuits and cookies industry in the region.



GROWTH STRATEGY

**INTRODUCTION OF
DIFFERENT
VARIETIES OF CAKE
AND OTHER
PRODUCTS**

**publicize the
online
ordering of
products or
gifts.**

**AGGRESSIVE
MARKETING**



**THANK
YOU**

REFERENCE

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