

b o u n c e b a c k

MONGINIS CASE STUDY

NEW MARKET STRATEGY PLAN WITH AGGRESSIVE MORDERNISATION
AND RESTRUCTURING PLAN

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Introduction

- ▶ Early in the 20th century, two Italian brothers ran a catering service in Mumbai's Fort precinct, which was popular with the city's European residents. In 1958, Monginis catering was taken over by the Khorakiwala family, and became Monginis Foods Private Limited.^[3] In 1971, the company adopted the franchise model of business, with a stated emphasis on localized production for local tastes. It also models itself on the "food boutique" concept, focusing on quality, presentation and service. It has thereby expanded its brand and reach across the country with a total worth of about 950 million rupees by 2012.^[4]

Current market conditions

- ▶ The brand straddles two defining aspects of the city's personality - a liking for bits of western lifestyle inherited from its colonial past and a need for what is affordable given its present economic condition.
- ▶ Monginis' business in eastern India is run through two separate operations -- industrial (long-life products) and retail (the fresh stuff you get in the shops).
- ▶ In the bakery business in eastern India, Monginis claims a market share of 40 per cent in the retail segment and a quarter in the industrial segment

Work on opportunities and get it done

- ▶ There is an opportunity for 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.

Digital marketing

- ▶ It should shift his marketing strategy from offline to online
- ▶ It have a YouTube channel where they can show case their recipes and how to make it
- ▶ It should advertise their brand on digital platforms such as facebook ads, YouTube ads and google ads because from maximum users are doing online suffering
- ▶ Do brand advertising with the help of Food reviewers and Youtubers

Work on weakness

- ▶ It 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 it being a franchise business.
- ▶ It 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.

Collaborate with big brand

- ▶ It should collaborate with big brands such as Zomato , Swiggy because they will also advertise our brand and it will also help in increasing customers by the help of these brands
- ▶ It also collaborate with digital payment partner to encourage consumers to do online transactions and provide discounts on online payments

Capturing big market share in the industry

- ▶ It should provide a good number of variety of cakes because it will attract to young customers and new customers
- ▶ it should provide customisation on cakes so that customer and use their likes on the product
- ▶ It should have its own app and its own delivery system like zomato and swiggy and also provide discounts to new users on our app and also provide a seasonal discount on products
- ▶ It should also bring new promotional offers to the customers
- ▶ It should also start customise characters series cakes
- ▶ It should also provide festival special cakes on festivals
- ▶ It should it small eating products like bar cakes and swiss rolls to the small retailers to all over the country and with good time of credit period and with good profit margin