

*In the mid nineties, the Khorakiwalas approached SAMSICA® to build the Monginis brand and create a definitive brand presence in India, through franchising and distribution. SAMSICA® devised the following strategy for the Monginis brand over the next several years.*



**Brand Positioning Statement®**

SAMSICA® recommended the Brand Category 'The Cake Shop' for Monginis.

SAMSICA® agreed with the Brand Positioning 'Celebrations'.

**Communication Strategy**

The SAMSICA® devised a customer orientation and positive perception management strategy for Monginis. The SAMSICA® devised communication strategy yielded excellent results. The entire communication plan from the creative brief and selection of communication partners to the execution of an impactful, cost-effective media campaign was strategized by SAMSICA®, ensuring complete visibility and awareness of Monginis on television, in print and in other media, emphasizing 'vegetarian'.

**Sales Strategy**

SAMSICA® recommended having franchise outlets near railway stations, and achieved large footfalls, and growth in sales.

**Sales Force Training**

SAMSICA® provided initial training to both SBU I and SBU II sales teams. The first manufacturer franchisees and the retailer franchisees were also trained at SAMSICA®.

SAMSICA® introduced and implemented the SAMSICA® Sales Force Training® module to provide regular service to the market thereby improving the frequency and volume of sales.

**Promotion Strategy**

SAMSICA® crafted a highly aggressive and innovative promotion strategy giving rise to regularity of sales, consumer interaction and feedback, and facilitating quick consumer off-take. Monginis Outlets were asked to open half an hour earlier so as to increase customer footfalls. The essence of the strategy was that customers who had missed their breakfast would be in the mood to pick up a light snack on their way to work. As a result, Monginis has had tremendous amount of growth in footfalls and sales.

**Distribution and Franchising Strategy**

SAMSICA® recommended that the brand needed to replicate and franchise so that the consumers could benefit. SAMSICA® advocated dividing operations into distinct strategic business units. SAMSICA® recommended to set up two SBUs, SBU I - which would service franchisees and SBU II which would service retail sales. SAMSICA® Franchise Strategy was implemented. Today Monginis is a household name and has the largest chain of cake shops in India. Monginis has grown from just 2 initial outlets to over 966 exclusive cake shop franchisees spread across 100 cities in India, aiming for 1000+ cake shops.



**966+**  
cake shops

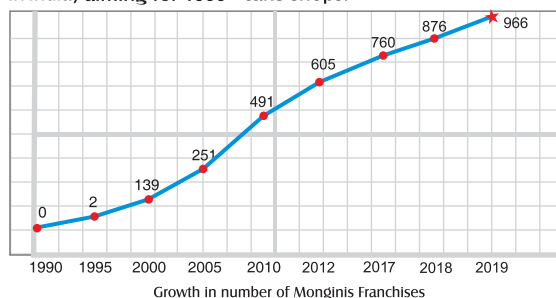


'Mr. Jagdeep Kapoor's contribution towards brand building has been unique. In Monginis, he has helped us in realizing the value of our brand name. Furthermore, Mr. Jagdeep Kapoor has helped in considerably enhancing the brand image of Monginis in the market.'

Mr. Zohar Khorakiwala, Chairman, Monginis Foods Pvt. Ltd.



**SAMSICA®**  
marketing  
consultants pvt. ltd.  
*Est'd. 1995*  
WE BUILD  
WINNING BRANDS



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