Strategic Analysis Of Choco Monarch

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Introduction

Choco Monarch started in the year 2013. It is a new place for lovers of chocolate to experience the delights of Belgian chocolates with unique presentations and concepts. It is a café with an advanced and innovative design that provides a variety of tasty chocolatey products along with a wide range of scrumptious desserts, cold and hot beverages, and much more. It is located in Al Ghurair Centre, Dubai (United Arab Emirates).

Strategic Position

Choco Monarch, with its innovative designs and a wide variety of chocolate products, helped it to grow rapidly in the Dubai restaurant market within a short period. Though several cafes posted signs of threat for Choco Monarch, they have still been showing some progress in the market. Choco Monarch adopted a different strategy to establish itself in the market. It has a different and innovative design along with good market leadership. It provides a place for its customers to relax from work or at home. Cost leadership is one of the important strategies used by different companies to accomplish their goals. It is defined as the strategy to develop a product with low cost and has good and unique quality. The same thing is provided by the Choco monarch to their customers.

Mission Statement

Choco Monarch is a completely new place with the aim of providing a unique and relaxing place for customers to have a great experience of “Belgian chocolate delights” at a low cost. Their mission statement is “Our customers will experience the real taste of unique chocolate treats in a warm, cosy and stylish ambience where they can enjoy & relax with the whole family.” They are clear about their objectives, making it easy for them to achieve their goals of getting an excellent position in the UAE.

Marketing of Products and Services

Choco Monarch Cafe is committed to creating a positive image in the community. It has good relationships with its customers through using cost-effective marketing strategies. Their primary source of advertisements is social media. Through Facebook, Twitter and LinkedIn, they contact consumers and make them aware of their products. (Porter, 1980) Choco Monarch Cafe has a variety of items on its menu, such as bakery items, brewed coffee, and hot and cold beverages, but its major products are Belgian chocolates with good presentation.

Choco Monarch Café Growth

Choco monarchy showed significant growth in the short period. They have a plan to establish their outlets in other parts of Dubai as well before moving to other cities in the United Arab Emirates. Currently, they have just one store in Dubai. A large number of customers at Choco Monarch like Belgian chocolates. Most people like to visit the place and prefer to take their meals there. Now, more consumers are preferred to drink coffee in the workplace. It means that the percentage of people who want products to be delivered to their workplace has significantly increased. Choco Monarch café has grabbed the opportunity to deliver its products at home or in the workplace.

Major challenges they face in the expansion of their business is the presence of other cafes such as McDonald’s, Star Bucks, Dunkin Donuts and other local and international cafes. People prefer to go to Starbucks or other cafes to drink coffee. Therefore, it is a huge challenge for Choco Monarch to change the preferences of customers. However, regarding chocolate products, they are one of the preferred cafes in Dubai.

Strengths and Weaknesses

Major strengths of Choco Monarch café include its pricing strategy. The prices of its products are comparatively low compared to those of its competitors, such as Costa and Starbucks. Secondly, their innovative interior design helps them to attract more and more customers. Moreover, they always try to increase the number of items on their menu to attract consumers of different ages and backgrounds, such as the Kids menu. Like many places in Dubai, the idea of providing free Wi-Fi to their customers is proving to be an excellent strategy, as it boasts many customers. This has resulted in a significant increase in Choco Monarch café’s profits.

One of the major weaknesses of the Choco Monarch café is the lack of healthy items on its food menu. Cafes like Costa café have healthy items on their food menu as well that attract many health-conscious people in their restaurant. (Barney, 1991) Secondly, its marketing strategy is just lagging behind compared to its competitors, who use a variety of media to make people aware of their products, deals and discounts. On the other hand, Choco Monarch café relies on social media to market its café and related products.

Challenges

One of the major challenges faced by the Choco Monarch café is to create a brand image and expand its outlet in the presence of well-recognised local and international cafes such as Coastal, Starbucks, Dunkin Donuts, McDonald’s and other local cafes and restaurants.

Future Plans

Drinking coffee with friends and family is one of the important social phenomena. Choco Monarch café is trying to provide a comfortable environment where people enjoy drinking coffee or chocolate products while chatting with their friends, working on their laptops and reading a newspaper. There are a large number of coffee drinkers in Dubai, and Choco Monarch café is one of the preferred dine-in locations. They will try to improve their marketing strategies further and will rely on both internal and external marketing strategies to expand their business in the local as well as in the international market. They will serve their customers by providing the same quality products and with good hygienic practices in every aspect of their café. If Choco Monarch café makes its advertising and branding programs better, it will be able to retain more customers and may be able to attract a large number of customers with its excellent and innovative environment and high-quality products.

References

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