

“Meals on Wheels: Bogie Wogie Brand Identity and Dynamic Dining Experience Case Study”

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Abstract

In the ever-evolving landscape of culinary exploration and brand differentiation, Bogie Wogie emerges as a beacon of innovation and uniqueness. This abstract delves into the core elements of Bogie Wogie's brand identity and its dynamic dining experiences, highlighting the interplay of keywords such as authenticity, vibrancy, nostalgia, and culinary artistry. Bogie Wogie's brand identity is crafted meticulously to resonate with patrons seeking not just a meal, but an immersive journey through flavours, ambiance, and nostalgia. The dynamic dining experience offered by Bogie Wogie is a fusion of tradition and modernity, curated to captivate the senses and evoke emotions. Through a blend of innovative menu offerings, vibrant ambiance, interactive service, and nostalgic references, Bogie Wogie transcends the conventional dining experience, creating moments that linger in the memory of patrons long after the meal concludes. This abstract aims to provide insights into how Bogie Wogie redefines brand identity through its dynamic dining experiences

Key words: *Bogie Wogie, Brand Identity, Dynamic dining experience*

Introduction

Bogie Wogie Restaurant is the first ever restaurant on wheels in Maharashtra and was established in the year 2021 by Mr Manoj Sharma and Mr. Sunil Taral by with a vision to introduce a unique and innovative dining concept. This initiative was spearheaded by the Central Railway (CR) and the Ministry of Railways with the aim to promote tourism, revitalize the area around CSMT, and provide a distinctive dining experience for people of all ages. The restaurant, located inside a rail-themed three-tier coach, aimed to create a cozy and comfortable atmosphere where customers could relax and enjoy quality food and beverages.

The total investment in Bogie Wogie Restaurant on Wheels was approximately Rs.1 crore, covering expenses for the railway coach, renovation, kitchen setup, and dining area. Despite its success, the restaurant faced challenges such as increased competition from traditional dining establishments, limited seating capacity, high operating costs, and regulatory compliance.

However, Bogie Wogie overcame these challenges by focusing on providing consistent quality, delicious food prepared using traditional methods and fresh ingredients. This dedication led to positive reviews from customers, praising the food, service, and unique dining concept.

The organizational structure of Bogie Wogie is a partnership-owned business, comprising two owners, four chefs, and seven waiters. The restaurant's rail-themed ambiance, with vintage railway coach decor and traditional crockery, added to its nostalgic charm and appeal.

Located near the bustling Chhatrapati Shivaji Maharaj Terminus (CSMT), one of India's busiest railway stations, Bogie Wogie attracted an estimated footfall of 5000 to 7000 customers monthly, with potential for increased visits on weekends and public holidays.

Brand Identity of Bogie Wogie:

Theme and Concept: The brand identity of Bogie Wogie revolves around the theme of rail travel and nostalgia. The restaurant is housed inside a three-tier coach mounted on rails, providing diners with a one-of-a-kind dining experience

in a rail-themed setting. This concept is innovative and appeals to customers looking for something different and memorable.

Logo and Visual Identity: Bogie Wogie's logo likely incorporates elements related to railways, such as train tracks, a locomotive, or a stylized representation of a railway coach. The colour scheme includes hues commonly associated with railways, such as shades of blue, green, or metallic colours. The visual identity is designed to convey the brand's connection to rail travel and evoke a sense of adventure and exploration.

Brand Message: The brand message of Bogie Wogie emphasizes the joy of travel, the nostalgia of train journeys, and the comfort of traditional railway dining. It conveys a sense of warmth, hospitality, and authenticity, inviting customers to step into a world of culinary delights and memorable experiences.

Customer Experience: Bogie Wogie's brand identity is closely tied to the customer experience it offers. From the moment customers enter the restaurant, they are immersed in a railway-themed ambiance, with vintage decor, railway memorabilia, and traditional crockery. The cozy and comfortable atmosphere, combined with delicious food prepared using fresh ingredients and traditional methods, reinforces the brand's promise of a delightful dining experience.

Brand Values: The brand values of Bogie Wogie likely include elements such as innovation, quality, authenticity, and customer-centricity. These values guide the restaurant's operations, menu development, service standards, and interactions with customers, contributing to its overall brand identity and reputation.

How Bogie Wogie's brand identity is closely aligned with the lifestyle and preferences of its target audience:

Innovative Dining Experience: The target audience is likely comprised of individuals who appreciate innovation and unique experiences. Bogie Wogie's brand identity as a restaurant on wheels, housed inside a rail-themed coach, resonates with this audience by offering a dining experience that is distinct, memorable, and unlike traditional restaurants.

Nostalgia and Charm: The brand's nostalgic rail theme appeals to individuals who have fond memories of train travel or who are drawn to vintage aesthetics. This resonates with a segment of the target audience who value heritage, authenticity, and a sense of nostalgia in their dining experiences.

Comfort and Coziness: Bogie Wogie's cozy and comfortable atmosphere, coupled with its warm lighting and traditional crockery, aligns with the lifestyle preferences of customers seeking a relaxed and inviting dining environment. This appeals to those who prioritize comfort, relaxation, and a welcoming ambiance when dining out.

Quality and Authenticity: The brand's emphasis on quality food prepared using traditional methods and fresh ingredients caters to customers who value authenticity, taste, and culinary excellence. This aligns with the lifestyle of individuals who appreciate high-quality dining experiences and are willing to invest in premium food offerings.

Convenience and Accessibility: Being located near a busy railway station like Chhatrapati Shivaji Maharaj Terminus (CSMT), Bogie Wogie offers convenience and accessibility to commuters, tourists, and locals looking for a quick yet enjoyable dining option. This resonates with the target audience's busy lifestyles and desire for convenient dining solutions without compromising on quality or experience.

Dynamic Dining Experience

Innovative Menu:

The innovation in Bogie Wogie's menu is a key aspect of its brand identity and customer appeal. Here's how the restaurant introduces innovative elements in its menu:

Rail-Themed Dishes: Bogie Wogie's menu features rail-themed dishes that are creatively named and designed to reflect the restaurant's unique setting. For example, they might offer "Locomotive Lasagna," "Railroad Ravioli," or "Signal Station Stir-Fry." These names not only add a playful and thematic touch but also make the dining experience more engaging and memorable for customers.

Regional and Fusion Cuisine: The menu includes a variety of regional and fusion cuisines, combining traditional flavors with innovative twists. This allows Bogie Wogie to cater to diverse tastes and preferences, offering something for everyone while showcasing culinary creativity. For instance, they might serve "Maharashtra Express Curry" with a blend of local spices and ingredients.

Seasonal Specials: Bogie Wogie regularly updates its menu with seasonal specials, leveraging fresh and seasonal ingredients to create new and exciting dishes. This keeps the menu dynamic and encourages repeat visits from customers who are curious to try the latest offerings. Seasonal items like "Monsoon Masala Delights" or "Winter Wonderland Soups" add a sense of anticipation and freshness to the dining experience.

Interactive Dining Experiences: The restaurant also offers interactive dining experiences, such as DIY burger stations, customizable pasta bowls, or build-your-own sandwich options. This allows customers to personalize their meals according to their preferences, enhancing engagement and satisfaction.

Innovative Beverage Selection: In addition to food, Bogie Wogie's menu includes an innovative beverage selection, featuring signature drinks, mocktails, and themed cocktails inspired by railway motifs. For example, they might serve "Steam Engine Smoothies" or "Railway Refreshers" that incorporate unique flavours and presentations.

Healthy and Dietary Options: To cater to health-conscious customers, the menu includes innovative healthy and dietary options, such as gluten-free alternatives, vegan and vegetarian dishes, and low-calorie choices. These options demonstrate Bogie Wogie's commitment to inclusivity and wellness, appealing to a wider range of customers with varying dietary preferences.

Marketing of Bogie Wogie

Social Media Campaigns: Utilize platforms like Facebook, Instagram, and Twitter to showcase visually appealing content, such as mouth-watering food images, behind-the-scenes videos of chefs preparing meals, customer testimonials, and engaging polls or contests related to rail-themed dining experiences. Use relevant hashtags to reach a wider audience and encourage user-generated content.

Partnerships and Collaborations: Collaborate with local influencers, food bloggers, travel agencies, and event organizers to co-create content, host special events or promotions, and reach new audiences. For example, organize a "Foodie Train Tour" in partnership with a travel agency, where customers can enjoy a train ride and a meal from Bogie Wogie.

Online Ordering and Delivery: Enhance the convenience factor by offering online ordering and delivery services through your website or mobile app. Promote special offers, discounts, and loyalty programs to incentivize repeat orders and customer retention.

Local Advertising: Advertise Bogie Wogie Meals on Wheels in local newspapers, magazines, radio stations, and online platforms targeting residents, commuters, tourists, and food enthusiasts in the area. Use compelling visuals, catchy slogans, and clear calls-to-action to drive interest and foot traffic.

Customer Feedback and Reviews: Encourage customers to leave reviews and feedback on platforms like Google My Business, Yelp, and TripAdvisor. Respond promptly to both positive and negative reviews, showing appreciation for positive feedback and addressing any concerns or issues raised by customers.

Community Engagement: Participate in community events, sponsor local initiatives, and collaborate with charitable organizations to showcase Bogie Wogie's commitment to social responsibility and community involvement. This helps in building a positive brand image and connecting with local residents.

Service Marketing Mix of Bogie Wogie for Dynamic Dining Experience

Product: Bogie Wogie offers a variety of traditional comfort food items, including south and north Indian cuisine, burgers, pizzas, fries, milkshakes, and ice cream. The menu caters to both vegetarian and non-vegetarian preferences, providing a diverse range of options for customers.

Price: The pricing strategy of Bogie Wogie involves competitive and economy pricing. Prices are set reasonably to remain competitive with other restaurants in the area. For example, a burger and fries' cost Rs.100, while a Cold Coffee costs Rs.120, reflecting affordability and value for money.

Place: The main outlet of Bogie Wogie is located at GROUND, CSMT, PLATFORM NO. 18, P D'MELLO RD, MUMBAI, MAHARASHTRA 400009. They do not have other branches or direct distribution channels, focusing on delivering their services efficiently from their central location.

Promotion: Bogie Wogie promotes its business through various channels, including social media platforms like Facebook, Instagram, and Twitter. Additionally, they use print advertising and rely on word-of-mouth marketing to attract customers and generate buzz about their offerings.

People: The staff at Bogie Wogie are an essential part of the service experience. They are friendly, attentive, and knowledgeable about the menu, helping customers choose the best dishes and ensuring a positive dining experience.

Process: Bogie Wogie has streamlined its ordering process to be quick and convenient for customers. Orders can be placed online, over the phone, or in person, and the food is prepared fresh to order, ensuring quality and customer satisfaction.

Physical Evidence: The physical evidence of Bogie Wogie's service includes the cleanliness and maintenance of their restaurant on wheels. The vintage railway-themed decor, with posters and fixtures related to Indian railways, adds to the ambiance and creates a positive mood for customers.

Growth Strategies adopted by Bogie Wogie

The Bogie Wogie meals on wheels is in the growth stage as per the Product Life cycle. Bogie Wogie is experiencing rapid expansion and increasing popularity due to its innovative concept and the positive reception of its offerings. Here are some marketing mix strategies that Bogie Wogie can implement to capitalize on this growth phase.

Product: Continue to innovate and expand the menu with new and exciting offerings that align with customer preferences and market trends. Introduce seasonal specials, limited-time promotions, and themed menus to keep customers engaged and excited about trying new dishes.

Price: Maintain competitive pricing while also considering value-added pricing strategies for premium or unique menu items. Offer bundle deals, combo meals, and loyalty rewards programs to incentivize repeat visits and increase customer retention.

Promotion: Leverage the growing popularity of Bogie Wogie through targeted promotional campaigns across various channels. Use social media platforms, online advertising, influencer partnerships, and local events to create buzz, attract new customers, and reinforce brand awareness.

Place: Explore opportunities for expansion by considering new locations or partnerships with venues that complement Bogie Wogie's brand image and target audience. Evaluate customer demographics and market demand to strategically position additional outlets for maximum impact.

Why Bogie Wogie as a brand failed.

The restaurant on wheels's contract expired because of the station's renovation project. According to a senior Central Railway official, the contract expired in October, and the authorities had no intention of renewing it. Therefore Bogie-Wogie's operations were stopped. According to several reports, the Central Railway is considering setting up a facility akin to Bogie Wogie at the Lokmanya Tilak Terminus or Dadar.

Conclusion

Location plays a very important role while setting your business. Bogie Wogie grabbed a large following in the city, and this affection only grows with time. Every month, thousands of foodies and patrons visited the restaurant with a

rail theme. This place was always crowded with people of all ages. Mumbai residents would undoubtedly miss this location outside of the CSMT.

Annexure: Photographs



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