

**A CASE STUDY OF BAKERY AND CONFECTIONARY AT
CHANMARI, LUNGLEI**



*A report submitted to Department of Commerce, Higher And Technical
Institute, Mizoram (HATIM) for the academic year 2021-22*

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CERTIFICATE

This is to certify that the dissertation entitled, “*A case study of Bakery and Confectionary at Chanmari, Lunglei*” submitted to the Mizoram University for the award of the degree of Bachelor of Commerce, is a record of research work carried out by Malsawmdawngkima under my supervision. He has fulfilled all the requirements laid down in the MZU regulations of Mizoram University. This dissertation is the result of his investigation into the subject. Neither the dissertation as a whole nor any part of it was ever submitted any other University for any degree.

Date: 29/04/2022

(C.LALRINSANGI)

Place: Lunglei, Mizoram

Supervisor

DECLARATION

I, Malsawmdawngkima, hereby declare that the subject matter of this dissertation is the record of work done by me, that the contents of this dissertation did not form to anybody else, and that the dissertation has not been submitted by me for any research degree in any other University or Institute. This is being submitted to the Mizoram University for the degree of Bachelor of Commerce.

Date:29/04/2022

(Malsawmdawngkima)

Place: Lunglei, Mizoram

Student

ACKNOWLEDGEMENT

Firstly, I thank the Almighty God for showering his grace upon me throughout my research period. May his name be glorified forever more.

I would like to give my special thanks to the project supervisor Ms. C.Lalrinsangi for her constant support and tireless guidance.

I would like to extend my gratitude to Mr. Vuansanga Vanchhawng, the Principal of HATIM and Mrs. Vankhawpuimawii Pachuau, Head Department of Commerce for giving me the opportunity to undertake this study and prepare a project report on it.

Last but not least, I know that none of this would have been possible without the love and patience of my family. I am thankful to them for being a constant source of love, concern, and strength not only during the course of the study, but always.

Thank you,

Rochanpuia

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CHAPTER 1
(INTRODUCTION)

Chapter 1

Introduction

1.1 CONCEPTUAL FRAMEWORK

1.1.1 Definition of Baker & Bakery

A baker is someone who makes bakes and sells breads, rolls, biscuits or cookies, and/or crackers using an oven or other concentrated heat source. Cakes and similar foods may also be produced, as the traditional boundaries between what is produced by a baker as opposed to a pastry chef have blurred in recent decades. The place where a baker works is called a bakery.

Most Bakers work in bakeries, grocery stores, and restaurants. Some, however, work in manufacturing facilities that distribute breads and pastries through established wholesale and retail outlets, mail order, or manufacturer's outlets. In order for bread to be out fresh in the morning, many bakers start work in the middle of the night.

A bakery is an establishment that produces and sells flour-based food baked in an oven such as bread, cakes, pastries, and pies. Some retail bakeries are also cafés, serving coffee and tea to customers who wish to consume the baked goods on the premises. Some bakery shops provide services for special occasions such as weddings, birthday parties, anniversaries, or even business events. Bakery shops can provide a wide range of cakes designs such as sheet cakes, layer cakes, tiered cakes, and wedding cakes. Other bakeries may specialize in traditional or hand-made types of bread made with locally milled flour, without flour bleaching agents or flour treatment agents, baking what is sometimes referred to as artisan bread. While grocery stores and supermarkets in many countries now carry pre-packaged, presliced bread and cakes, or offer in store baking and basic cake decoration, some people may prefer to get their baked goods from a specialist baker's shop, either out of tradition, for the

availability of a greater variety of baked goods, or from the higher quality practice of the trade of baking.

Baked goods have been around for thousands of years. The art of baking was developed early during the Roman Empire. It was a highly famous art as Roman citizens loved baked goods and demanded them frequently for important occasions such as feasts and weddings. Because of the fame of the art of baking, around 300 BC, baking was introduced as an occupation and respectable profession for Romans. Bakers began to prepare bread at home in an oven, using mills to grind grain into flour for their breads. The demand for baked goods persisted, and the first bakers' guild was established in 168 BC in Rome. The desire for baked goods promoted baking throughout Europe and expanded into eastern parts of Asia. Bakers started baking bread and other goods at home and selling them on the streets.

This trend became common, and soon, baked products were sold in streets of Rome, Germany, London, and more. A system of delivering baked goods to households arose as the demand increased significantly. This prompted bakers to establish places where people could purchase baked goods. The first open-air market for baked goods was established in Paris, and since then bakeries have become a common place to purchase delicious goods and to socialize. By the colonial era, bakeries were commonly viewed in this way.

On July 7, 1928, a bakery in Chillicothe, Missouri introduced pre-cut bread using the automatic bread-slicing machine, invented by Otto Frederick Rohwedder. While the bread initially failed to sell, due to its "sloppy" aesthetic, and the fact it went stale faster, it later became popular. In World War II bread slicing machines were effectively banned, as the metal in them was required for wartime use. When they were requisitioned, creating 100 tons of metal alloy, the decision proved very unpopular with housewives.

World War II directly affected the bread industry in the UK. Baking schools closed during this time, so when the war ended there was a lack of skilled bakers. This resulted in new methods being developed to satisfy the world's desire for bread, including chemical additives, premixes and specialised machinery. Old methods of

baking were almost completely eradicated when these new methods were introduced and the industry became industrialised. The old methods were seen as unnecessary and financially unsound. During this period there were not many traditional bakeries left.

1.1.2 What a baker does.

A baker will typically do the following

- Check the quality of ingredients.
- Prepare the equipment for baking
- Measure and weigh flour and other ingredients
- Combined measured ingredients in mixers or blenders
- Knead, roll, cut, and shape dough
- Place and bake items in hot oven temperatures
- Observe colour and state of products being baked
- Apply glazes, icings, or other toppings using spatula or brushes.

1.2 Literature Review

A review of existing literature in respect of bakery products was made by the researcher in the following manner:

According to Elizabeth David 12, “By the early nineteenth century domestic cooking methods had already much changed. In the towns coal range with ovens were being installed in kitchens, so the separate bake-house with its special bread baked in tins or crocks was more satisfactory than the old hand- moulded crusty loaves, the all-round exposure to high heat in a small space without radiation from above causing a hard crust to develop before the inner part of the loaf had properly grown. In spite of the new tins and the new ovens, which certainly didn’t become common until after the middle of the nineteenth century, most householders continued to make their bread as they had always done, often taking the prepared dough to a communal oven or to a local bakery to a bread.”

According to Kipple F. Kenneth and Orneles Conce Kriemhild 9, “There are scholars who have theorized that a taste for sale prompted the beginning of agriculture, in which case humans have been brewing for some 10,000 years. Most archaeological evidence, however, suggests that fermentation was being used in one manner or another by around 4000 to 3500 B.C. Some of this evidence – from an ancient Mesopotamian trading outpost called Godin Tepe in present day Iran indicates that barley was being fermented at that location around 3500 B.C. Additional evidence recovered at Hacinegi Tepe (a similar site in southern Turkey) also suggest that ancient Mesopotamians were fermenting barley at a very early date. There is no question that fermentation takes place accidentally, and most investigators believe that barley was first cultivated in the Fertile Crescent region of lower Mesopotamia between the Tigris and Euphrates Rivers. Grain is heavy to transport relative to the beer made from it, so it is not surprising that there may be evidence of sale in these outposts and not unreasonable to suspect that accidental fermentation did occur at some point in the ancient Mesopotamian region, leading to beer making.”

According to John Ayto¹³, Pitta (or Pita or Pitah) is a flat, roughly oval, slightly leavened type of bread characteristic of Greece and the Middle East. Typically eaten slit open and stuffed with filling, it became a familiar sight on the supermarket shelves of Britain and the USA in the last quarter of the twentieth century. The word, a borrowing from Modern Greek, can perhaps be traced back ultimately to classical Greek Peptos, Cooked a derivative of the verb *pesein*, Cook, Bake.

According to Alan Davidson ¹⁴, The Israeli and Western name for the Arab bread called khubz adi (ordinary bread) or names meaning Arab, Egyptian, Syrian bread or kumaj (as Turkish loanword properly meaning a bread cooked in ashes), baked in a brick bread oven. It is slightly leavened wheat bread, flat, either round or oval, and variable in size. The name had a common origin with pizza. In the early centuries of our era, the traditional Greek word for a thin flat bread or cake, plakous, had become the name of a thicker cake. The new word that came into use for flat bread was pitta, literally pitch, doubtless because pine pitch naturally forms flat layers which many languages compare to cakes or breads. The word spread to Southern Italy as the name of thin bread. In Northern Italy dialects pitta became pizza, now known primarily as the bearer of savory topping but essentially still flat

bread. Early Arab cookery texts do not refer to khubz, since it was bought from specialists, not made in the home. However, it is safe to assume that its history extends far into antiquity, since flat breads in general, whether leavened or not, are among the most ancient breads, need no oven or even utensil for their baking.

According to K.T. Achaya 15, Naan is a roti of fine white maida, leavened, rolled out oval in shape, sprinkled with nigella (kalonji) seeds and baked in a tandoor or ordinary oven. Small, mud plastered ovens closely resembling present-day tandoors have been excavated at kalibangan and Indus valley site. In about AD 1300, Amir Khusrau notes nann-e-tanuk (light bread) and naan-e-tanuri (cooked in a tandoor oven) at the imperial court in Delhi. Naan was in Mughal times a popular breakfast food, accompanied by kheema or kabab of the humbler Muslims. It is today associated with pujnabis and is a common restaurant item rather than home-made one, all over India. According to Julia Moskin 16, Artisan (or Artisanal) bread whetted mainstream American tastes in the 1990 s. Ancient products for modern gourmets, Commercial bakers producing pre-baked loaves put these products in supermarkets and wholesale food outlets.

1.3 Rationale of the Project

Bakery business is very crucial to the Mizo people, as people buys bakery products on daily basis and bakery items are loved by all the people. They are becoming prominent day by day. Bakery products are very tasty, soft and also easy to digest. Nowadays people have become very busy in their lives and they have literally no time to make breakfast and hence they have to depend on bread and other bakery items. In many occasions like in parties there is a need to serve a number of people foods, and bakery products are a must to be served. Whether it is any occasion or anyone's birthday it is incomplete without cake and bakery products. Now a day's people are coming up with new ideas of making bakery products. These businesses have created lot of employment opportunities to the local people. Besides directly employing people by starting up the business, bakeries have also opened indirect employment opportunities mainly those who outsource the products in retail stores.

1.4 Statement of the Project

Due to the pandemic that has led to a dramatic loss of human life worldwide, it is found out that millions of enterprises and shops were facing an existential threat and among the enterprises the bakeries were also facing problems in scarcity of money, decreasing of sales and irregular opening of the shops. Besides this, certain problems were faced such as rising prices of flour (maida), the major ingredient, and other raw materials such as oil, eggs, etc., and price sensitivity of the market.

1.5 Objective of the Project

- To know more about the daily lives of people who were engaged in using baking as a main source of income for their livelihood.
- how they contribute in the society as a business-men and how they affect the economy in their surroundings.

1.6 Research Methodology

1.6.1 Data collection:

The data will be collected from both primary as well as secondary sources. Primary data will be collected from respective respondents. For collection of primary data, a structured questionnaire with open ended and close ended questions will be prepared for the respondents.

The secondary data is collected from various published and unpublished sources including Journals, Magazines, Publications, Reports, Books, Dailies, Periodicals, Articles, Research Papers as well as Web sites.

1.6.2 Sampling Method:

The study is conducted in Chanmari locality, Lunglei which is the second capital of Mizoram. Random sampling method was adopted in this research. Here, the employee and staff of the bakery, Lunglei were chosen and each individual has the same probability of being chosen at any stage during the sampling process. The study is conducted by giving out questionnaires to the bakers working at Chanmari locality, Lunglei through Google forms link and demographic profile among which 19 responses were received.

1.6.3 Data Processing:

The collected data is processed by using Microsoft Word and Microsoft Excel and presented in frequency tables and percentages.

1.6.4 Percentage analysis:

It is the method to represent raw streams of data as a percentage (apart in 100 - percent) for better understanding of collected data. It has been used to establish the contribution of variables in both the optional and bi-polar type questions raised in the questionnaires.

1.7 LIMITATIONS OF THE PROJECT

The following are some of the limitations of the project:

- † The respondents may not be very truthful to the questionnaire handed out to them and may reply with false information.
- † The study is conducted within a limited short time. Therefore, there is not enough time to cover more sample.
- † During survey some respondents may not give answer in proper manner.

1.8 CHAPTER PLAN

These are the chapter plan for the study:

Chapter I: INTRODUCTION

1.1 Conceptual Framework

1.2 Literature Review

1.3 Rationale of the Project

1.4 Statement of the Project

1.5 Objective of the Project

1.6 Research Methodology

1.7 Limitations of the Project

1.8 Chapter Plan

Chapter II: ANALYSIS AND INTERPRETATION OF DATA

Chapter III: RESULTS AND DISCUSSIONS

Chapter IV: CONCLUSIONS AND SUGGESTIONS

REFERENCE

APPENDIX

CHAPTER 2

**ANALYSIS AND
INTERPRETATION**

Chapter 2

Data analysis

2.1 Data collected from questionnaire

KT Bakery

- Name- K.Vanlalhraia
- D.O.B- 20.12.1978
- Father's Name- K.selhranga(L)
- Mother's Name- T.Lalawmawmi
- Family member- 9
- Location- Chanmari-II, Lunglei
- Educational qualification- BBM
- Established- 1971
- Type of business- Family Business
- Side income- None in particular.
- License- Licensed by Food Safety and Security.

- Tax certificate- yes.
- Tax- Rs.2800 annually/-, Rs.500 to GST monthly.
- Items available – pastries, bread, cake, biscuits, etc.
- Loan- CC loan taken.
- Worker /Employee engage- 15.
- Working days- 6 days a week.
- Training- Formal training received at Delhi and Kolkata.
- Advertisement- Banner advertisement done.
- Services to customers- Loyal to customers, and no grievance submitted by customers so far.
- Annual Income- Around 10 lakhs.

Zomawi Bakery

- Name- Zomawii Hrahsel.
- D.O.B- not specified.
- Father's Name- Samson Zoramthanga.

- Mother's Name- Lalramhluni Hnamte.
- Family member- 8.
- Location- Chanmari-III, Lunglei.
- Educational qualification- BA.
- Established- 2016.
- Type of business- Single ownership.
- Side income- None in Particular.
- License- Food safety and Security Licensed.
- Tax certificate- yes.
- Tax-Rs.2800/-, Rs.500 to GST monthly.
- Items available – Cake, cookies, birthday party decoration items, etc.
- Loan- Taken, but not specified.
- Worker engage/Employee- 5.
- Working days- 6 days a week.
- Training- Received training at Malaysia.
- Advertisement- Advertise in Souvenir and newspaper.
- Annual Income- 6 - 8.5 lakhs.

 Lucy Bakes

- Name- Malsawmkimi.
- D.O.B- not specified.
- Father's Name- Roneihsanga.
- Mother's Name- Lalhmingsangi Ralte.
- Family member- 4.
- Location- Chanmari-II, Lunglei.
- Educational qualification- B.SC.
- Established- 2020.Oct Personal.
- Training- Under PMKBY tourism.
- Type of business- Single ownership.
- Daily income- Rs.5000+.
- License- Food safety and Security Licensed.
- Tax certificate- yes.
- Tax- No tax paid.

- Items available – Cakes and pastries.
- Suppliers- No suppliers.
- Loan- Yes.
- Opening of shops- 10:30am-5:30pm.
- Working days- 6 days a week.
- Partners with retailer or Wholesaler- none.
- Worker engage/Employee- 2-3.
- Advertisement- Not specified.
- Annual Income- Rs.300,000/-.

2.2 Socio Economic Background

In this section, the researcher analysed the socio-economic background of the respondents.

2.2.1 Age of the respondents

Table 2.3.1 Age of the respondents

Age	Frequency	Percentage
Below 18 years	2	10.5%
18 to 25 years	15	78.9%
25 to 30 years	-	-
Above 30 years	2	10.5%
Total	19	99.9%

Source: Primary data

1.Age
19 responses

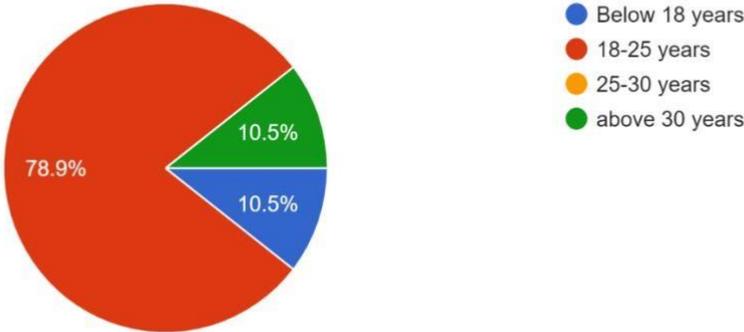


Fig. 2.3.1 Age of the respondents

Table 2.2.1 shows that 78.9% of the respondents are 18 to 25 years of age, and the remaining 21% are the respondents are below 18 and above 30 years of age.

2.2.2 Gender Distribution of the respondents

Table 2.2.2 Gender Distribution of the respondents

Gender	Frequency	Percentage
Male	7	36.8%
Female	12	63.2%
Total	19	100%

Source: Primary data

2.Gender
19 responses

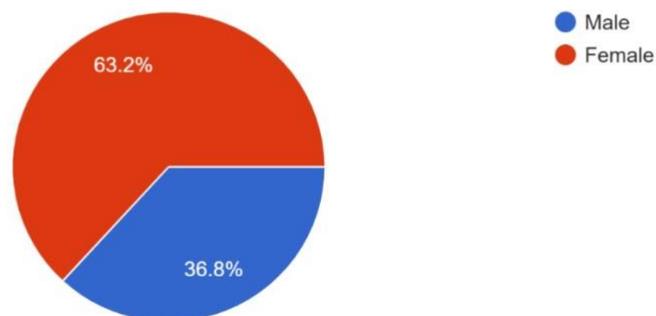


Fig. 2.2.2 Gender of the respondents

Table 2.2.2 shows that 63.2% of the respondents are female and the remaining 36.8% of the respondents are Male.

2.2.3 Marital status of the employee

Table 2.2.2 Marital status of the employee

Status	Frequency	Percentage
Married	3	15.8%
Unmarried	16	84.2%
Total	19	100%

Source: Primary Data

3.Marital Status
19 responses

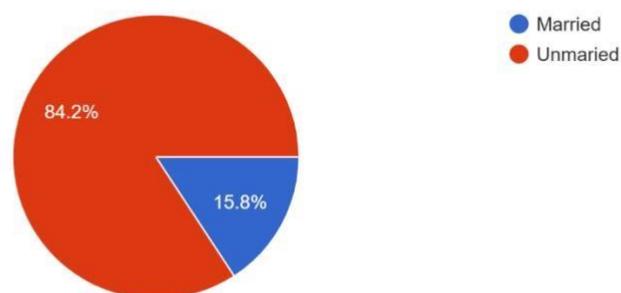


Fig. 2.2.3 Marital status of the respondents

Table 2.2.3 shows that 84.2% of the respondents and staff are unmarried and 15.8% are married.

2.2.4 Family annual income of the respondents

Table 2.2.4 Family annual income of the respondents

Income	Frequency	Percentage
Below Rs 50,000	2	10.5%
Rs 50,000 to 1,00,000	10	52.6%
Rs 1,00,000 to 1,50,000	2	10.5%
Above Rs 1,50,000	5	26.3%
Total	19	100%

Source: Primary Data

4.Family Annual Income
19 responses

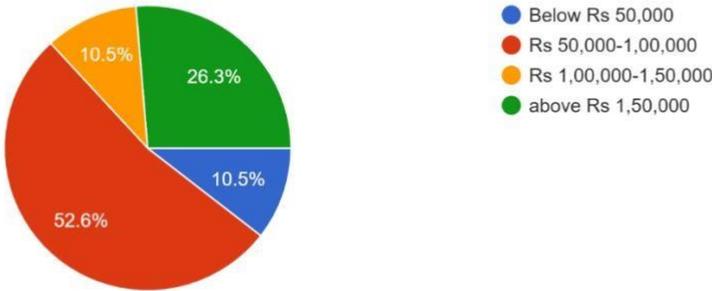


Fig. 2.2.4 Family annual income of the respondents

Table 2.2.4 shows that 52.6% of the respondents get Rs 50,000 to 1,00,000 annually, the second largest 26.3% of the respondents get above Rs 1,50,000 annually and the remaining 21% of the respondents get below Rs 50,000 and between Rs 1,00,000 to 1,50,000 annually.

2.2.5 Educational qualification of the respondents

Table 2.2.5 Educational qualification of the respondents

Qualification	Frequency	Percentage
HSLC and Below	1	5.3%
HSSLC	9	47.4%
Graduate	5	26.3%
Post- graduate	4	21.1%
Total	19	100%

Source: Primary Data

6.Educational Qualification
19 responses

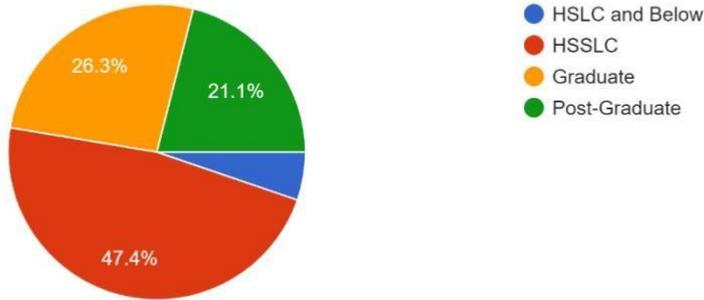


Fig. 2.2.5 Educational Qualification of the respondents

Table 2.2.5 shows that 47.4% of the respondents finished HSSLC, the second largest 26.3% of the respondents Graduated, 21.1% of the respondents are Post- graduated and the remaining respondent is from HSLC and below.

2.2.6 How long have you been working as a vendor?

Table 2.2.6 How long have you been working as vendor?

Years	Frequency	Percentage
1 year	15	78.9%
1 to 4 years	3	15.8%
4 to 7 years	-	-
7 years and above	1	5.3%
Total	19	100%

Source: Primary Data

7.How long have you been working as a vendor?
19 responses

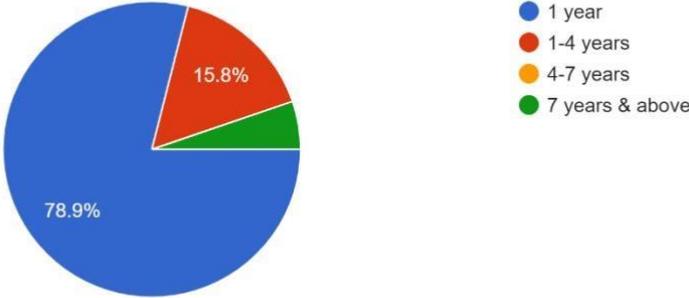


Fig. 2.2.6 How long have you been working as vendor?

Table 2.2.6 shows that majority of the respondents, 78.9% work as a vendor for a year, 15.8% respondents worked for 1 to 4 years and the remaining respondent worked for 7 years and above.

2.2.7 Do you face any problems in conducting your business?

Table 2.2.7 Do you face any problems in conducting your business?

Level	Frequency	Percentage
Yes	2	10.5%
No	5	26.3%
Sometimes	12	63.2%
Total	19	100%

Source: Primary Data

8. Do you face any problems in conducting your business?
19 responses

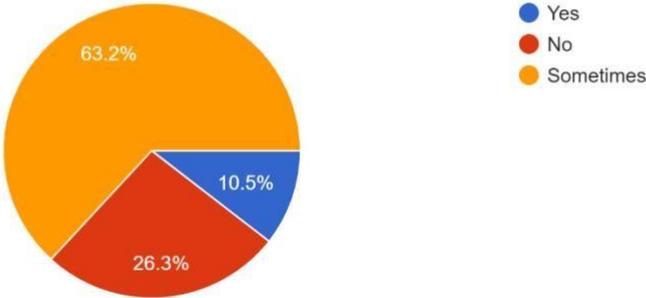


Fig. 2.2.7 Do you face any problem in conducting your business?

Table 2.2.7 shows that 63.2% of the respondents faced problem sometimes, 26.3% did not and 10.5% of the respondents faced problem.

2.2.8 Do you have a fixed place, where you can freely conduct your business?

Table 2.2.8 Do you have a fixed place, where you can freely conduct your business?

Level	Frequency	Percentage
Yes	6	31.6%
No	13	68.4%
Total	19	100%

Source: Primary Data

9. Do you have a fixed place, where you can freely conduct your business?

19 responses

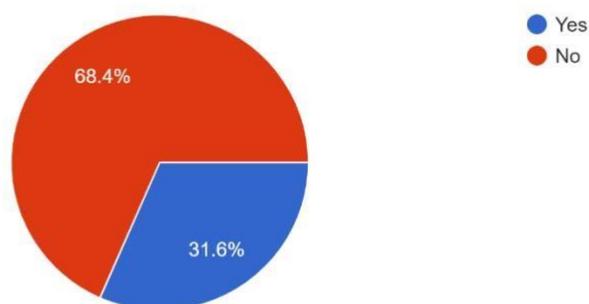


Fig. 2.2.8 Do you have a fixed place, where you can freely conduct your business?

Table 2.2.8 shows that majority of the respondents did not have a fixed place for their business, while 31.6% of them have a fixed place.

2.2.9 Do you borrow loan for starting the business

Table 2.2.9 Do you borrow loan for starting this business

Level	Frequency	Percentage
Yes	6	31.6%
No	13	68.4%
Total	19	100%

Source: Primary Data

10. Do you borrow loans for starting your business?

19 responses

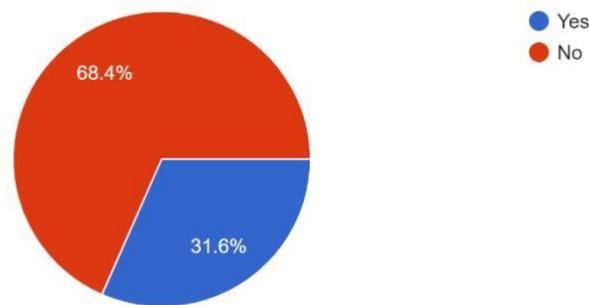


Fig. 2.2.9 Do you borrow loan for starting your business?

Table 2.2.9 shows that majority of the respondents, 68.4% do not borrow loan for starting their business, while 31.6% of the respondents borrow loan from the bank.

2.2.10 Do you have any side income besides your Income from your Bakery shops?

Table 2.2.10 Do you have any side income besides your Income from your Bakery shops?

Level	Frequency	Percentage
Yes	5	26.3%
No	14	73.7%
Total	19	100%

Source: Primary Data

11. Do you have any side income besides your income from your Bakery shops?
19 responses

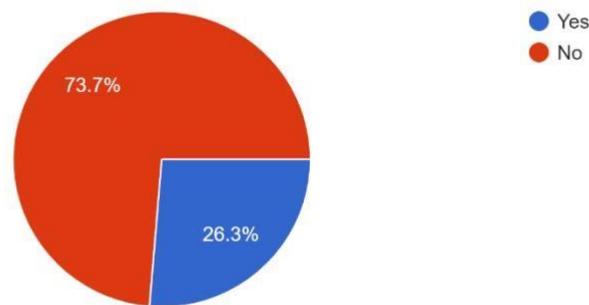


Fig. 2.2.10 Do you have any side income besides your income from your Bakery Shops?

Table 2.2.10 shows that 73.7% of the respondents do not have side income besides from their Bakery shop, while 26.3% have side income.

2.2.11 Do you think you satisfy the needs of your customers?

Table 2.2.11 Do you think you satisfy the needs of your customers?

Level	Frequency	Percentage
Yes	5	26.3%
No	4	21.1%

Maybe	10	52.6%
Total	19	100%

Source: Primary Data

12.. Do you think you satisfy the needs of your customers?

19 responses

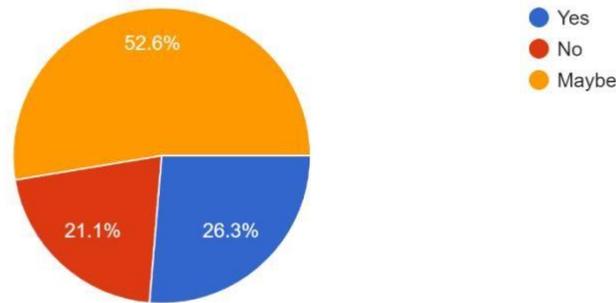


Fig. 2.2.11 Do you think you satisfy the needs of your customer?

Table 2.2.11 shows that a large percentage of 52.6% of the respondents are not sure if they satisfy the customers, 26.3% do, satisfy the customers, while 21.1% do not think that they satisfy the customers.

2.2.12 Do you adjust the prices of your products according to your will?

Table 2.2.12 Do you adjust the prices of your products according to your will?

Level	Frequency	Percentage
Yes	6	31.5%
No	8	42.1%
Sometimes	5	26.3%
Total	19	100%

Source: Primary Data

13. Do you adjust the prices of your products according to your will?
 19 responses

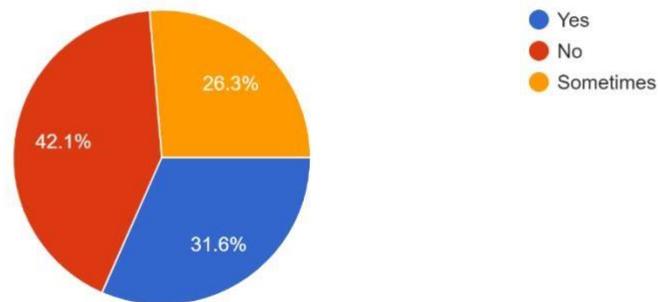


Fig. 2.2.12 Do you adjust the prices of the product according to your will?

Table 2.2.12 shows that 42.1% of the respondents do not adjust their product prices according to their will, 31.6% adjust their prices, while 26.3% change their prices sometimes.

2.2.13 Do you advertise your business?

Table 2.2.13 Do you advertise your business?

Level	Frequency	Percentage
Yes	8	42.1%
No	11	57.9%
Total	19	100%

Source: Primary Data

14. Do you advertise your business?

19 responses

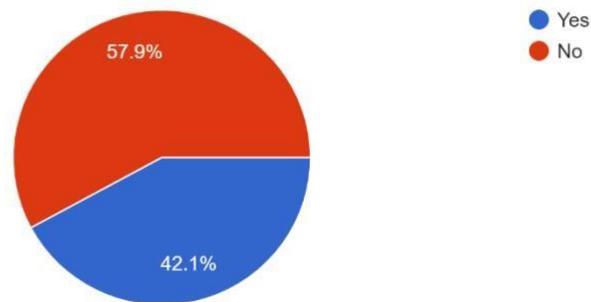


Fig. 2.2.13 Do you advertise your business?

Table 2.2.13 shows that 57.9% of the respondents do not advertise their business, while 42.1% of them advertise their business.

2.2.14 Do you give out any promotions?

Table 2.2.14 Do you give out any promotions?

Level	Frequency	Percentage
Yes	7	36.8%
No	12	63.2%
Total	19	100%

Source: Primary Data

15. Do you give out any promotions?
19 responses

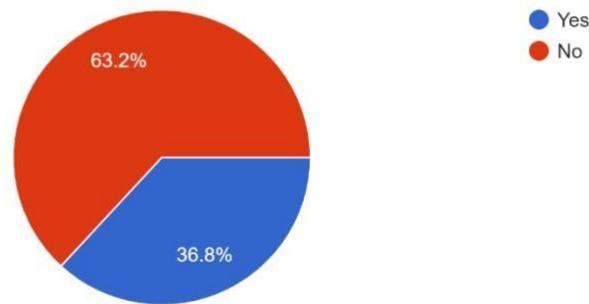


Fig. 2.2.14 Do you give out any promotions

Table 2.2.14 shows that as majority of the respondents are employee, 63.2% of them are not the one who give out promotions, whereas, 36.8% have the power to give out promotions.

2.2.15 Do you plan on starting up another business?

Table 2.2.15 Do you plan on starting up another business?

Level	Frequency	Percentage
Yes	5	26.3%
No	5	26.3%
Neutral	9	47.4%
Total	19	100%

Source: Primary Data

16. Do you plan on starting up another business?
 19 responses

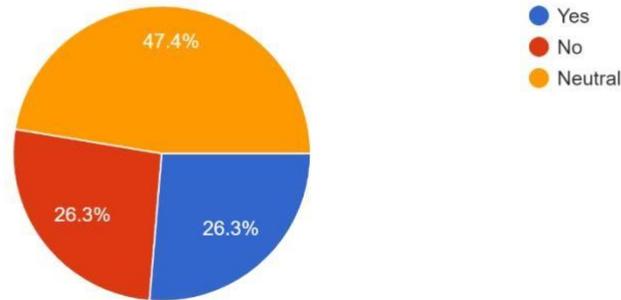


Fig. 2.2.15 Do you plan on starting up another business?

The above analysis shows that majority of the respondents are not sure if they are planning to start another business, while 26.3% of them are planning and another 26.3% are not planning.

2.2.16 Do you have a home delivery service?

Table 2.2.16 Do you have a home delivery service.

Level	Frequency	Percentage
Yes	3	15.8%
No	5	26.3%
Depend on a situation	11	57.9%
Total	19	100%

Source: Primary Data

17. Do you have home delivery services?
19 responses

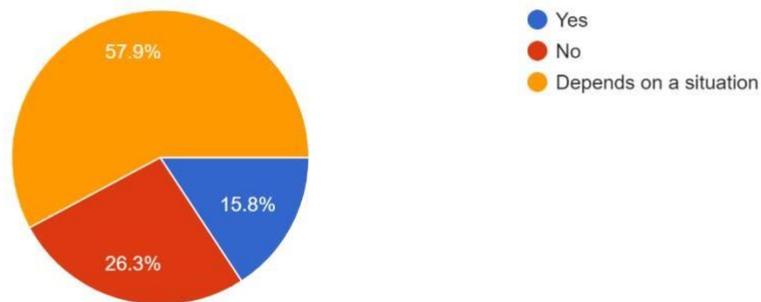


Fig. 2.2.16 Do you have a home delivery service?

The above analysis shows that majority of the respondents did a home delivery depends on a situation, some doesn't have a home delivery service.

2.2.17 Does the Govt. provides you any scheme for your business?

Table 2.2.17 Does the Govt. provides you any scheme for your business?

Level	Frequency	Percentage
Yes	15	78.9%
No	4	21.1%
Total	19	100%

Source: Primary Data

18. Does the Govt. provides you any scheme for your business?

19 responses

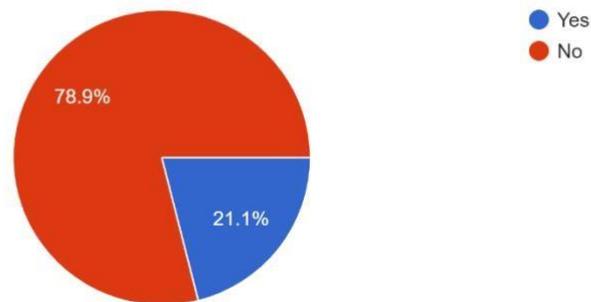


Fig 2.2.17 Does the Govt. provides you any scheme for your business?

The above analysis shows that majority of the respondents are not provided any scheme from the Government.

2.2.18 Do you have any supporter in your business?

Table 2.2.18 Do you have any supporter in your business?

Level	Frequency	Percentage
Yes	13	68.4%
No	6	31.6%
Total	19	100%

Source: Primary Data

19. Do you have any supporter in your business?
19 responses

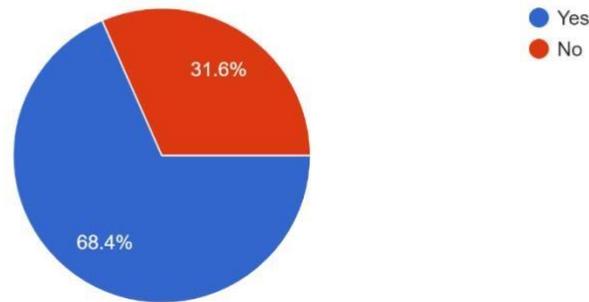


Fig 2.2.18 Do you have any supporter in your business?

The above analysis shows that majority of the respondents have a support in starting and running a business.

2.2.19 Do you have any supply agent?

Table 2.3.19 Do you have any supply agent?

Level	Frequency	Percentage
Yes	10	55.6%
No	9	44.4%
Total	19	100%

Source: Primary Data

20. Do you have any supply agent?
18 responses

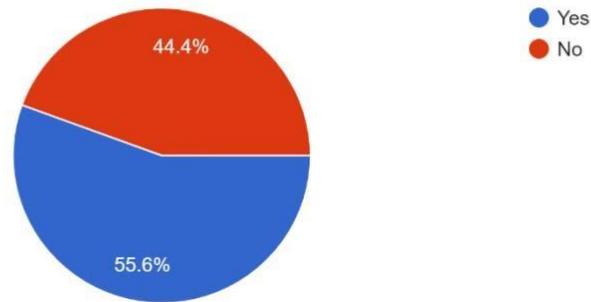


Fig. 2.2.19 Do you have any supply agent?

The above analysis shows that about half of the respondents have a supply agent.

Chapter 3

Result and Discussion

Chapter 3

Result and Discussion

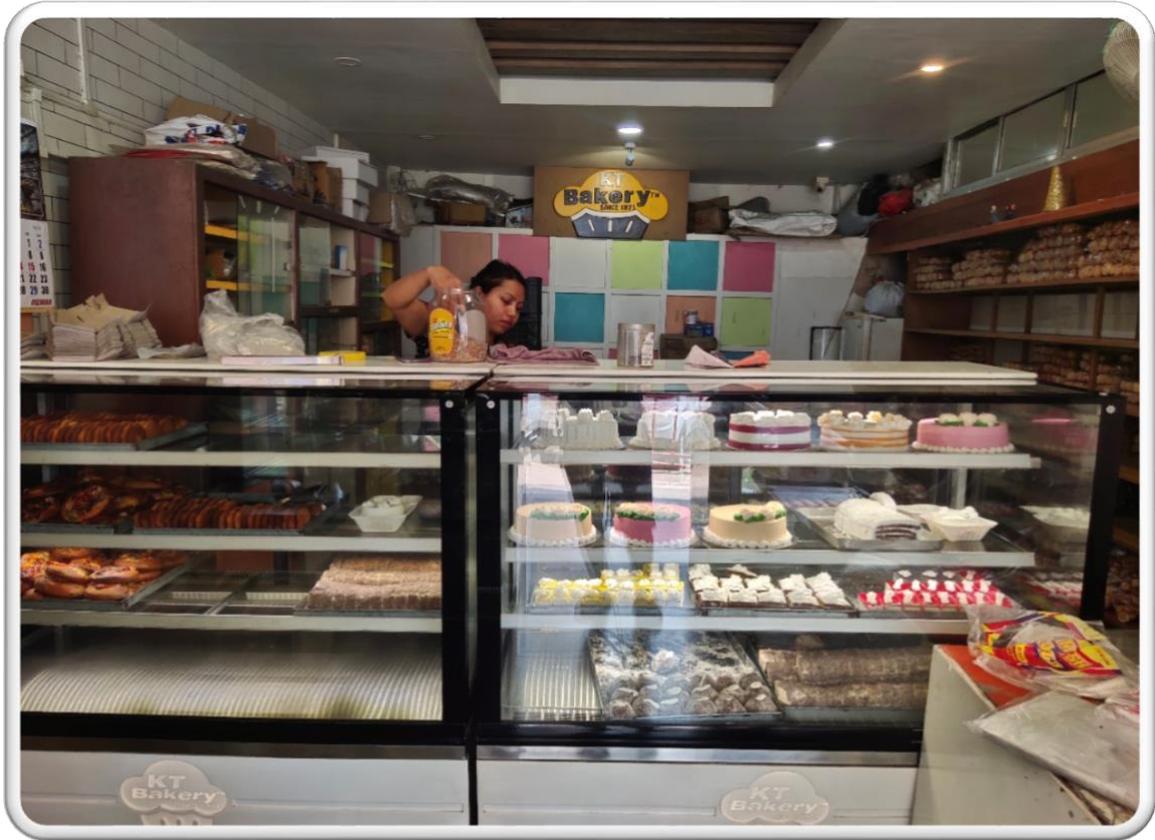
Major Findings

This chapter finally highlights the findings of the study from the data collected from 19 respondents.

Demographic Profile

• **KT BAKERY**

- Name of Bakery- KT Bakery
- Current Proprietor Name- K.Vanlalhruaia
- D.O.B-20.12.1978
- Father's Name- K.Selhranga(L)
- Mother's Name- T.Lallawmawmi
- Location- Chanmari-II, Lunglei
- Educational qualification-BBM
- Established – 1971 (Officially)





• ZOMAWI BAKERY

- Name of Bakery- Zomawi Bakery
- Current Proprietor- Zomawii Hrahsel
- Father's name- Samson Zoramthanga
- Mother's Name- Lalramhluni Hnamte
- Address- Chanmari- III,Lunglei

○ Educational qualification- BA

○ Established- 2016 (Officially)





• **LUCY BAKES**

- Name of Bakery- Lucy Bakes
- Current Proprietor- Malsawmkimi
- Father's name-Roneihsanga
- Mother's Name-Lalhmingangi Ralte
- Address- Chanmari- II,Lunglei
- Educational qualification-B.SC
- Established-2020.Oct

Other preferences

- 78.9% of the respondents are 18 to 25 years of age, and the remaining 21% are the respondents are below 18 and above 30 years of age.
- 63.2% of the respondents are female and the remaining 36.8% of the respondents are Male.
- 84.2% of the respondents and staff are unmarried and 15.8% are married.
- 52.6% of the respondents get Rs 50,000 to 1,00,000 annually, the second largest 26.3% of the respondents get above Rs 1,50,000 annually and the remaining 21% of the respondents get below Rs 50,000 and between Rs 1,00,000 to 1,50,000 annually. • Table 2.2.5 shows that 47.4% of the respondents finished HSSLC, the second largest 26.3% of the respondents Graduated, 21.1% of the respondents are Post- graduated and the remaining respondent is from HSLC and below.
- majority of the respondents, 78.9% work as a vendor for a year, 15.8% respondents worked for 1 to 4 years and the remaining respondent worked for 7 years and above.

- 63.2% of the respondents faced problem sometimes, 26.3% did not and 10.5% of the respondents faced problem.
- majority of the respondents did not have a fixed place for their business, while 31.6% of them have a fixed place.
- majority of the respondents, 68.4% do not borrow loan for starting their business, while 31.6% of the respondents borrow loan from the bank.
- 73.7% of the respondents do not have side income besides from their Bakery shop, while 26.3% have side income.
- that a large percentage of 52.6% of the respondents are not sure if they satisfy the customers, 26.3% do, satisfy the customers, while 21.1% do not think that they satisfy the customers.
- 42.1% of the respondents do not adjust their product prices according to their will, 31.6% adjust their prices, while 26.3% change their prices sometimes.
- 57.9% of the respondents do not advertise their business, while 42.1% of them advertise their business.
- majority of the respondents are employee, 63.2% of them are not the one who give out promotions, whereas, 36.8% have the power to give out promotions.
- majority of the respondents are not sure if they are planning to start another business, while 26.3% of them are planning and another 26.3% are not planning.
- majority of the respondents did a home delivery depends on a situation, some doesn't have a home delivery service.
- The above analysis shows that majority of the respondents are not provided any scheme from the Government.
- The above analysis shows that majority of the respondents have a support in starting and running a business.
- The above analysis shows that about half of the respondents have a supply agent.

CHAPTER 4
CONCLUSION

Chapter 4

CONCLUSION

Conclusion:

After studying about bakery, it has made me realize that this kind of job is great as there are no Govt. involve and is a simplest way of starting our own career with minimum problem faced.

We should also cherish our local bakers as they help us in fulfilling our bellies, giving us a tasty pastries, cakes and cookies which we cannot made on our own. So, bakers help us in a way that is not recognized by our naked eye. Supporting our local bakers will not cause us any backdrop but will help them and our society in such a way.

Bakers encounter a number of occupational hazards. Reports state that bakeries, "especially large manufacturing facilities, are filled with potential dangers such as hot ovens, mixing machines, and dough cutters. As a result, bakers have a higher rate of injuries and illnesses than the national average. Although their work is generally safe, bakers may endure back strains caused by lifting or moving heavy bags of flour or other products. Other common risks include cuts, scrapes, and burns. To reduce these risks, bakers often wear back supports, aprons, and gloves.

Suggestion.

- ✦ The current schemes for the bakery units should be upgraded so that number of bakeries can avail those schemes. Special schemes should be made available by the government to the traditional bakery units so that they can survive in the existing competition.
- ✦ Institutions should be set up relating to bakery where people mainly youngsters can learn about both modern and traditional techniques of making bakery products. The bakeries units should give importance in promoting their business through different media especially through the internet which will help them to increase their sales.
- ✦ The bakeries should also keep in check in their quality control measures through recognised authority so business can provide quality products to their customers.

- ‡ The Mizo Bakery Association should take initiative to boost trade and commerce between the bakery industry and allied industries connected to the bakery industry, such as raw materials, manufacturers and suppliers of bakery machinery and manufacturers of packing, etc.
- ‡ Proper training should be given to the new and existing bakers regarding the current operation and knowledge of bakery industry of Mizoram.

Reference

- ¹ David, Elizabeth; Ibid. pp 206-209. 23
- ² Kipple F. Kenneth and Orneles Conce Kriemhild; Cambridge World History of Food; Volume I; Cambridge University Press; Cambridge; 2000. p. 619-620.
- ³ Ayto, John; An A to Z of Food and Drink; Oxford University Press; Oxford; 2002; p 258.
- ⁴ Davidson, Alan; Oxford Companion to Food; Oxford University Press; Oxford; 1999; p 611. 24.
- ⁵ Achaya, K.T.; A Historical Dictionary of Indian Food; Oxford University Press; Delhi; 1988; p 170.

APPENDICES

APPENDIX I: Demographic profile

- Name _____
- Age _____
- DOB _____
- Father's name _____
- Mother's name _____
- Educational qualification _____
- Location _____
- No. of family _____
- Established _____
- Type of business _____
- Side income _____
- License _____

APPENDIX II: Questionnaires

- How long have you been working as a vendor?
- How many members are in your family?

- What types of items do you usually sell?
- Do you face any problems in conducting your business?
- Do you have a fixed place, where you can freely conduct your business?
- Do you usually take your material in bulk?
- Do you borrow loans for starting your business?
- Do you have any side income besides your Income from your Bakery shops?
- Do you think you satisfy the needs of your customers?
- How many people are engaged in your business?
- Do you adjust the prices of your products according to your will?
- Do you advertise your business?
- Do you give out any promotions?
- Do you plan on starting up another business?
- Do you give warranty on purchase?
- Do you have home delivery services?
- Does the Govt. provide you any scheme for your business?
- Do you pay any tax?

- Do you have any supporter in your business?

- Do you have any training to support your business skills?

- Do you have any tax certificate?

- What encourages you to start your business?

- Do you think you have a flourishing business?

- Do you have any supply agent?