

**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 study of BAKERY in Lunglei is a bona fide record of research work done by **T.LALRINCHHANA** Roll no. 2023BCOM033 is submitted to the Department of Commerce, Higher and Technical Institute, Mizoram (HATIM) in partial fulfillment of the requirement of IV Semester,B.Com under Mizoram University and that the Project work has not previously formed the basis for the award of any other degree, diploma, fellowship or other titles and that the project work represents independent and original work on the part of the candidate under my guidance.

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VANKHAWPUIMAWII PACHUAU

DECLARATION

I, **T.LALRINCHHANA** hereby declare that the subject matter of this project work is the record of work done by me, that the contents of this did not form basis for the award of any previous degree to me or to the best of my knowledge to anybody else, and the work has not been submitted by me for any research degree in any other University or Institute.

This project work is being submitted by the partial fulfillment for the requirements of IV Semester, Bachelor of Commerce under Mizoram University.

Dated: The 30th April, 2022

ACKNOWLEDGEMENT

First of all, I would like to express my heartfelt thanks to the Almighty GOD for guiding me and giving me good health till date, and I would also like to thank my parents for giving me such love and support and for caring me abundantly.

I would also like to acknowledge my deep sense of gratitude and heartfelt thanks to my supervisor VANKHAWPUIMAWII PACHUAU, Associate professor, Department of Commerce, HIGHER AND TECHNICAL INSTITUTE MIZORAM for giving me the opportunity to work on this motivating and wonderful project. I am very thankful for her continuously support, inspiring and guidance throughout the course of this project.

I would like to give my thanks to the persons who help me in my studies which was very great and helping –hand for me.

Lastly, this project would be very helpful for my future career and research, this project would remark a memorable work for another research for a year ahead.

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CHAPTER-1

INTRODUCTION:

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 prepackaged, pre-sliced 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.

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 color and state of products being baked
- Apply glazes, icings, or other toppings using spatula or brushes.

3. History of Baker & Bakery

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

4. Types of baker:

1) Commercial Bakers: Commercial bakers are commonly employed in manufacturing facilities that produce breads and pastries. In these manufacturing facilities, they use high volume mixing machines, ovens, and other equipment to mass-produce standardized baked goods.

These types of bakers often operate large, automated machines, such as commercial mixers, ovens, and conveyors. They follow daily instructions for production schedules and recipes and also may develop new recipes.

2) Retail Bakers: Retail bakers work primarily in grocery stores and specialty shops, including bakeries. In these settings, they produce smaller quantities of baked goods for people to eat in the shop or for sale as specialty baked goods.

They may take orders from customers, prepare baked goods to order, and serve customers. Although the quantities prepared and sold in these stores are often small, they often come in a wide variety of flavours and sizes.

Some retail bakers own bakery shops or other types of businesses where they make and sell breads, pastries, pies, and other baked goods.

In addition to preparing the baked goods and overseeing the entire baking process, these workers are also responsible for hiring, training, and supervising their staff. They must also budget for supplies, set prices, and know how much to produce each day.

5. RESEARCH METHODOLOGY: Research methodology is the specific procedures or techniques used to identify, select, process, and analyze information about a topic. In a research paper, the methodology section allows the reader to critically evaluate a study's overall validity and reliability.

5.1. DATA COLLECTION: The data will be collected from both primary as well as secondary sources.

a) In primary data, the data are collected by applying the following methods

i. DIRECT PERSONAL INTERVIEW: For the primary data, which are collected by in person interview, which is conducted in the selected bakery shop in Chanmary, Lunglei. Here, KT bakery, Zomawi bakery and Lucy bakes were chosen and conducted an interview for each bakery shop owner individually and collects the desire information.

ii. QUESTIONNAIRE METHODS: under this methods question pertaining to the survey is prepared and sent to the various informants. The questionnaire contains questions for the desire information which is required for the project.

b) In secondary data, data are collected through internets and from various published and unpublished sources including Journals, Magazines, Publications, Reports, Books, Dailies, Periodicals, Articles, Research Papers as well as Web sites.

6. OBJECTIVES OF THE STUDY: The main objects of the study is 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 businessmen and how they affect the economy in their surroundings.

7. SCOPE OF THE STUDY: There are many bakeries located in Mizoram and from that, a case study was held among three main bakeries located at Chanmari, Lunglei which were the main suppliers in Lunglei district and other places near the area. Due to the pandemic that affects the world a case study cannot be held in every corners of the area, so the coverage of the study is very limited.

8. STATEMENT OF THE PROBLEM: 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.

9.LIMITATIONS OF THE STUDY: Since the period we used for the case study is very limited(only around one month),and also due to the pandemic we cannot cover a wide area but only a single local area in Chanmari, so the data we collect must not be accurate and not be suitable for measuring the whole data.

10.CHAPTERIZATION

(1.1) Definition of baker and bakery

(1.2) What a baker does.

(1.3) History of Baker and Bakery

(1.4) Types of Baker

(1.5) Research Methodology

(1.6) Objectives of the study

(1.7) Scope of the study

(1.8) Statement of the problem

(1.9) Limitations of the problem

CHAPTER-II

1. Review of Literature

Bread is a basic dietary item dating back to the Neolithic era, which is prepared by baking that is carried out in oven. Control of the production and distribution of bread has been used as a means of exercising political influence over the populace for at least the last two millennia. Several experimental and mathematical models are developed for clear understanding of baking. This article presents a review of published literatures on experimental and mathematical studies on bread baking during the last two decades. Baking technology, evolution of baking ingredients, thermophysical properties of bread as functions of moisture content and baking time are reviewed. Experimental and simulative studies on profiling of temperature, moisture content, pore volume, expansion ratio during baking are also reviewed.

Cake is baked batter made from flour, sugar, salt, baking ingredients, shortening, milk, eggs, and certain additives aroma. Cake is food that rich of protein, carbohydrate, fat, calcium and phosphorus. Cakes are also contained vitamin A, vitamin B1 and vitamin C (Subagio,2007).Cake is a sweet baked food made from a dough or thick batter usually containing flour, sugar, eggs and raising agent such as baking powder. Cakes in Indonesia are usually categorized based on the water content those are “kue basah” or moist cake and cookies. Moist cake is generally soft textured and can not last long or perishable, this happens because of the composition or the ingredients of moist cake such as flour, sugar, coconut milk or water, egg and salt, which are easy to stale. Cookies are usually textured bit harder, and more durable in comparison with the moist cake. Moreover, the way of cooking is also different, Moist cake usually cooked by steaming and baking while Pastries cookies by baking.

The aroma of cake usually comes from the mixing of vanilla extract in the cake batter. The function of vanilla extract is to make the cakes are aroma more fragrant. Besides the aroma of cake also comes from the ingredients itself. The choices of butter also can be good aroma for cake.

Maria Assunta Previtali, Marcella Mastromatteo, Pasquale De Vita,Donatella Bianca Maria Ficco, Amalia Conte and Matteo Alessandro De Nobile (2014), studied the characterization of functional bread based on wholemeal durum wheat flour enriched with lentil flour was investigated to find a good balance between the nutritional and organoleptic properties of the final product. In particular, the effect of different percentage of lentil flour (10%, 20% and 25%) and the type and amount of structuring agents (carboxymethyl cellulose, guar seed flour, pectin and tapioca starch) were studied by assessing the sensorial, textural and nutritional properties of the functional bread. Results showed that the increase in the lentil flour at 20% and 25% negatively affected the dough texture and the sensorial quality of the bread. The screening of different hydrocolloids on the bread sample enriched with 25% of

legume flour highlighted that the guar seed flour at concentration of 2% allowed obtaining the best results in terms of sensory properties.

Vignali and Andrea Volpi (2013), studied cooking process for the preparation of sweet bakery products, such as Panettone, a typical Italian seasonal dessert. This study is aimed at evaluating the features of the finished product leaving the oven chamber using the Design of Experiments technique. Four features of the product like “water activity”, “humidity”, “pH” and “sensorial judge” have been explained as functions of independent variables: recipe of the dough, affecting the dough strength and cooking process parameters, such as time, temperature and oven chamber configuration. A two-level, complete four-factor design has been used to carry out the experiments; consequently the analysis of variance has pointed out the effects of main factors and some of their interaction effects; multiple regression analysis was also carried out to explain the variability and to predict the process. The model can be profitably adopted in order to adjust the cooking process parameters in accordance to the dough recipe or the boundary cooking conditions.

Dr. A. Martin David, R. Kalyan Kumar, G. Dharakeswari (2013), -studied the consumer preference towards bakery products and to analyzed the perception of consumers towards the bakery and bakery products. The present study has been confined to Study consumption pattern of bakery products. The study will cover only from the point of consumers from southern region of Tamil Nadu. The present study is an empirical research based on survey method. The THINK INDIA JOURNAL ISSN:0971-1260 Vol-22-Issue-14-December-2019 P a g e | 17020 researchers have collected primary data by comprehensive interview schedule and Secondary data have been collected from websites, books and journals. This study was carried out for a period of two months. The data which were collected from the respondents were analysed by using percentage analysis. Five point scales that are Likert’s scale analysis, weighted average ranking and chi-square test are used.

Yung Shin Shyu, Wen Chieh Sung, Ming Hsu Chang & Jean Yu Hwang (2008), studied four baking products (bun bread, toast, pound cake, and sponge cake) baked in a far infrared oven as well as in an electric oven to evaluate the effects of far-infrared radiation on qualities of baking products, including texture, volume, staling rate, and sensory evaluation. When the pound cake was baked in a far infrared oven, the batter temperature increased faster than pound cake baked in an electric oven. The hardness of sponge cake baked in a far-infrared oven after 7 days storage is softer than that of a sponge cake baked in an electric oven. There are no significant differences in the volume, water activity, staling rate, or sensory scores of baking products between these two types of baking ovens.

Simona Man, Adriana Păucean, Sevastița Muste, Anamaria Pop (2014), Studied on the formulation and quality characteristics of gluten free muffins, This study was carried out to use

blends of rice flour (RF), soy flour (SF), corn starch (CS) for production of gluten-free muffins suitable for patients with celiac disease. The gluten-free muffins were prepared from the RF/SF/CS blends and evaluated for the physico-chemical and sensory properties. The purpose of this study is to optimize the muffin's formulation using different proportions of gluten-free flours. Thus, were tested three different recipes (T1,T2,T3), all three containing the same amount of rice flour (RF), but different proportions of soybean flour (SF) and corn starch (CS) so: T1 – RF:SF:CS (80:20:0), T2 – RF:SF:CS (80:10:10), and T3 – RF:SF:CS (80:0:20) other ingredients were unchanged in all three cases. The muffins prepared from the blends of 80% rice flour and 20% soybean [T1– RF:SF:CS (80:20:0)], contains the highest amounts of protein and obtained the highest global score, being the most preferred by consumers.

H. Adegoke Bakare, Oluwatooyin F. Osundahunsi, Mojisola O. Adegunwa & Joseph O. Olusanya (2014), declared that wheat flour was replaced with cassava flour (30 to 100%) to produce cake. Composition and pasting properties of the flours and their composite flour blends THINK INDIA JOURNAL ISSN:0971-1260 Vol-22-Issue-14-December-2019 P a g e | 17021 were determined. Baking and sensory qualities of the resulting cake samples were evaluated. Protein starch and fiber contents of the cassava and wheat flours were 1.5; 71.50; 1.94% and 10.9; 69.89; 2.81% respectively, which significantly influenced their pasting and baking characteristics and also reflected in their composite blends. Peak, holding, breakdown and final viscosities of the blends ranges from 90.1 to 121.1; 51.6 to 82.7; 38.21 to 42.62; and 93.4 to 125.8 Rapid Visco Unit (RVU) respectively. Specific volume decreased from 1.49 to 1.18 ml/g. Cake of comparable qualities with that obtained from wheat were obtained within 40% substitution level.

2.OVERVIEW

a)KT Bakery: This Bakery was established by Pu.Saptawna, he is a self taught cook. He used to cook food for the Englishmen's when they occupy/came to Lunglei. Later the Englishmen taught him how to bake and continue his career from that point, he did not have any degree nor certificate in studies whatsoever. Even when his first son was born he let him work at his bakery and taught him the way and methods of baking, while changing places again and again he finally settle his position in Chanmari, Lunglei(the current location of his bakery).KT Bakery is one of the oldest bakeries in Lunglei.

b)Zomawi Bakery: In the year 2016, Pi Zomawii Bakery was established. She used to work as a henchwomen in a bakery shop Located at Chanmari-1,Lunglei.After working for many years she finally came up with an idea to start a bakery shop of her own. With all his hard work and progression they became one of the best bakery in Lunglei District.

c)Lucy Bakes: This is a home-made baker who just started years ago but it has got the attention of many customers and is going smoothly till date, even comparing to the other two bakery shop, Lucy bakes makes a great income. if we again mentioned the year they start, they make a great progression and became one of the best mentioned bakery shop which is located in Chanmari-II of Lunglei.

3.Profile

i)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)



i) Zomawi Bakery

- Current Proprietor-Zomawii Hrahse
- Father's name-Samson Zoramthanga
- Mother's Name-Lalramhluni Hnamte
- Address- Chanmari- III,Lunglei
- Educational qualification-BA
- Established-2016 (Officially)





iii) Lucy Bakes

- Current Proprietor- Malsawmkimi
- Father's name-Roneihsa
- Mother's Name-Lalhmingsangi Ralte
- Address- Chanmari- II,Lunglei
- Educational qualification-B.SC
- Established-2020.Oct





4. Data Collected from Questionnaire

a)KT Bakery

Name-K.Vanlalhruaia

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 lakh

b) Zomawi Bakery

Name- Zomawii Hrahse

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 lakh

c) Lucy Bakes

Name-Malsawmkimi

D.O.B-not specified

Father's Name-Roneihanga

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

Monthly 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-

Annual Income-Rs.400,000/-

CHAPTER-III

Findings:

The main objects of the study is 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 businessmen and how they affect the economy in their surroundings. There are many bakeries located in Mizoram and from that, a case study was held among three main bakeries located at Chanmari, Lunglei which were the main suppliers in Lunglei district and other places near the area. Due to the pandemic that affects the world a case study cannot be held in every corners of the area, so the coverage of the study is very limited.

After collecting all the require information from the three main suppliers in lunglei district we find that

Sr No.	objectives	KT Bakery	Zomawi Bakery	Lucy Bakes
1	Annual income	10 lakh	6 – 8.5 lakh	4 lakh
2	Monthly income	80000	50000	30000
3	Daily income	2850	1800	1100
4	tax	Tax-Rs.2800 annually, Rs.500 to GST monthly	Tax-Rs.2800 annually, Rs.500 to GST monthly	No tax paid
5	license	Food safety and Security Licensed	Food safety and Security Licensed	Food safety and Security Licensed
6	training	Formal training received at Delhi and Kolkata	Received training at Malaysia	Under PMKBY tourism
7	employees	15	5	2-3
8	Home delivery services	none	none	Inside Lunglei
9	Established	1971	2016	2020
10	Type of business	Family business	Single ownership	Single ownership

Notes: income cannot be shown exactly but shown in average.

- From the above table we can clearly see that KT bakery have the highest income and Zomawi Baker came next and come Lucy Bakes at last as comparing among the three bakery mentioned above.
- All the three bakery shops had their training very well along their experience and they manage to spread their product all over lunglei.
- Even without having any side income they manage to have great income, all the three bakery shops make not less than Rs 30000 monthly.

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.

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APPENDICES

APPENDIX I : Demographic profile

1. Name _____
2. Age _____
3. DOB _____
4. Father's name _____
5. Mother's name _____
6. Educational qualification _____
7. Location _____
8. No. of family _____
9. Established _____
10. Type of business _____
11. Side income _____
12. License _____

APPENDIX II : Questionnaires

1. How long have you been working as a vendor?
2. Are you the bread the breadwinner of your family?
3. How many members are in your family?
4. What types of items do you usually sell?
5. Do you face any problems in conducting your business?
6. Do you have a fixed place, where you can freely conduct your business?
7. Do you usually take your material in bulk?

8. Do you borrow loans for starting your business?
9. Do you have any side income besides your Income from your Bakery shops?
10. Do you think you satisfy the needs of your customers?
11. How many people are engaged in your business?
12. Do you adjust the prices of your products according to your will?
13. Do you advertise your business?
14. Do you give out any promotions?
15. Do you plan on starting up another business?
16. Do you give warranty on purchase?
17. Do you have home delivery services?
18. Does the Govt. provides you any scheme for your business?
19. Do you pay any tax?
20. Do you have any supporter in your business?
21. Do you have any training to support your business skills?
22. Do you have any tax certificate?
23. What encourages you to start your business?
24. Do you think you have a flourishing business?
25. Do you have any supply agent?