

To Study on the Challenges Faced by Home-bakers in a Competitive Market

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Abstract: *With improvement and advancement in technology along with education what is observed these days, there is no skill or job which is restricted to a particular gender or age everyone is readily following their own passion in some way or the other, sometimes this passion or liking is also becoming a source of income. Competition in the industry, demand for newer products and the need to survive have pushed every home baker to offer international standards and quality and choice of products to satisfy the palate of every customer. There are many people who has started this business. Nowadays, to earn and work from home. Most age group people had jumped into this business to avoid travel and become more self-dependant facing and accepting and find ways to solve them.*

All home bakers face similar challenges like in pricing, delivery, comparing to well-known brands and etc. but with all this challenges and problems home bakers are coming out with lot of innovative products and items such as pull me up cake, piñata cake, customised cakes, fusion cakes and many more. In fact, people who are in this business are enjoying serving theirs customers with lot of care and affection. There are some challenges in business and home bakers can overcome with new innovations.

Keywords: Innovation, Fusion cakes, Entrepreneur, Brand image, Customized cakes, Home baker, and Piñata cake.

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