

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

Chef Edricks D'mello<sup>1</sup> and Sanskruti Kavatkar<sup>2</sup>

Head of Department – Bakery and Confectionery<sup>1</sup>

Student<sup>2</sup>

Anjuman-I-Islam's Institute of Hospitality Management, Mumbai, India

**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.

## I. INTRODUCTION

Bakery products, due to high nutrient value and affordability, are an item of huge consumption. Due to the rapid population rise, the rising foreign influence, the emergence of a female working population and the fluctuating eating habits of people, they have gained popularity among people, contributing significantly to the growth of baking and confectionery industry.

Bakery holds an important place in food processing industry and with regard to bakery products, consumers are demanding newer options, and the industry has been experimenting innovative bakery products that have been launched in the bakery segment, and are gaining popularity at a high rate. The mounting presence of bakery chains has further triggered the growth in the sector commercially and new avenues for home bakers too.

### How Are Home Bakers Any Different?

The very first important point that is the home bakers cakes do not have preservatives or chemicals added to the cake base to make it last longer, or for any other purpose. Secondly, these cakes are customized order - with the requested colours, design, writings, fondant, toppers, and even various trends which are currently used - glazes, neon drips, gold leaves, piñata cakes, edible prints, pull me up cakes, glass effect etc.

The ingredients used are as per customer requirements - it takes into account allergies or dietary constraints. The use of dry fruits, milk or even gluten can be avoided as per the client's requirements. Vegan and vegetarian options are also always available.

The hygiene levels of a home kitchen are much better and safer than a commercial baking space.

**To find inclination of people towards homebakers-** most home bakers use easily available goods or ingredients, the advantage is they are fresh and taken from local vendors. They avoid compromising in quality. Most home bakers advertise through word of mouth or social media platforms in order to create an image and a recognition in and around their surrounding vicinity.

Copyright to IJARSCT

[www.ijarsct.co.in](http://www.ijarsct.co.in)

**To find ways for the home bakers to sustain in a competitive market.**

**Diversity attracts**

Make sure your all items are very innovative and unique from other bakers. Because this is one of the most important way of attracting customers. Your workplace should also be very innovative and eye appealing. Nowadays there are many platform where one can sell their products.

**Have a clear finance sheet**

The most important point is having proper bakers insurance in place it is the easiest way anyone can keep your ovens hot and cash registers overflowing. Once you have your total monthly expenditure, then you can calculate your profit margin and invest the extra profit made, back into your bakery business.

**Having a website is must.**

With advancement in technology customers prefer to see and buy online as it reduces time and travel. It becomes much easier for customers to order online their favourite products and automatically help you to boost sales.

**Create social media following**

Social media is the best way of attracting and getting customers. You should make a business page and one should update the page everyday with new products posting photos and videos of your products regularly to attract customers.

**Think out of the box**

Try and bring new innovation and special product which are not available in your area that will force people to buy thing from you and this will keep ahead of your competitors. For e.g. Fusion cakes with indo-western twist of flavours, taste and garnish.

**Offer free samples**

One of the easy way is home bakers should also offer free samples e.g. Chocolates used in cake making and explaining the difference in them creating an awareness to consumers of the taste and thus creating a good brand image.

**Home Bakers Are an Edge over Commercial Bakers:**

**Uncompromising quality**-home bakers bake every piece of cake with appropriate ingredients to taste and health, just the way they bake it for family with no compromise on the quality.

**Affordable** - As home bakery is run by individuals every ingredient is handpicked, assuring the quality of the ingredients at affordable prices.

**Expect what you order** – freshness is of utmost importance and that's delivered by home bakers. Each and every order prepared begins only after the order has been placed and confirmed. Thus, each and every product produced by home bakers has an element of freshness, aroma and creativity.

**Available at your Doorstep** - It's an important role in delivering every product with ease and in perfect condition. Many home bakers provide on door availability of cake or other goodies at desired destination.

**Wide coverage** – Social media has helped home bakers to reach out to people. Facebook, Instagram, Twitter and other social media platforms are adding to the popularity of home bakers.

**Challenges and opportunities**

Bakers also face a few challenges, such as:

- Government regulations;
- Demand-supply chain;
- Rising prices
- Competitors

To overcome the challenge of rising production costs, many national and international companies have come forward with solutions to reduce the production costs by offering on-site trial demonstrations, which would reduce the percentage of gluten, fat, eggs and oil used in the recipe. Apart from this, it would also help to improve the nutritional value of the end-product by reducing the usage of harmful chemicals and improved appeal.



### Marketing

This is one job profile where your work speaks for you. Both the presentation and taste matter, and if you happen to gain one satisfied customer, he or she leads to many more. A satisfied customer is essential; this is an industry that thrives on word-of-mouth marketing which, other than the internet, is the primary source of marketing. Facebook is the most popular among home bakers, closely followed by Instagram and Twitter. A few home bakers are also on Zomato, and some are listed on other lesser-known food directories. What Sapp and email are used extensively by home bakers to exchange design ideas and to close upon the final design for the cakes. A small percentage does a little more marketing. Some bakers send out mailers to a client list that they have built over the years, others put up stalls in schools, apartments, flea markets etc. to promote their bakes.

### Here are some interview of homebakers...

#### Neha Shrivastava

If you are passionate about something, then keep yourself tremendously interested in it. One day you will definitely be successful.” She also says, through dedication and perseverance, one can overcome adversity to achieve success. – NehaShrivastava who is the founder of **Purple**. This amazing home-baking venture offers fresh and customized cakes to its customers.

#### Maya Pandey

Starting with her life, Maya is an MBA and she has nearly 15 years of experience in marketing, doing all the things that an MBA would do which includes her 3-year experience in digital marketing as well, she started off with small orders for birthdays in her locality and office or any occasion she terms them as ‘small orders’ and this was how her work got known and she became the premium baker that she is right now “I was never comfortable with doing the little things I always wanted to go big every time”.

## II. REVIEW OF LITERATURE

**Pinkle Sachdev** is a Hyderabad based home baker, and her venture is Pinklucious Baker. She specializes exclusively in eggless goodies. She generally stays away from using fondant in her cakes and tries to use white chocolate coloured ganache instead wherever possible. Her endeavour is to bake cakes and other treats in such a way that it can be eaten as a whole and to simply bring joy to others. Choosing her passion as her profession has helped her give her best. We got the chance to interview her as a part of our initiative to interview home bakers across India and to give them a platform to share their journey!

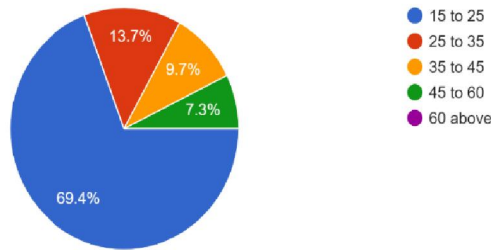
#### Rutika Patel and Apurva Sakore

We, Rutika Patel and ApurvaSakore run a home bakery business named Euphoric Cakes which is based in Pune, Maharashtra. We specialize in cakes and cupcakes while delivering home-made products across the city. It all started with our parent page on Instagram, Euphoric Arts. We initially started out by selling artistic paintings and handmade gift hampers such as customized pop-up boxes which turned out to be a success. As time passed by, we knew that cakes needed to have an independent catalogue of their own. And that’s how we came up with Euphoric Cakes. As confidence started building up, we expanded our reach by organizing stalls during college events.

**III. RESEARCH METHODOLOGY**

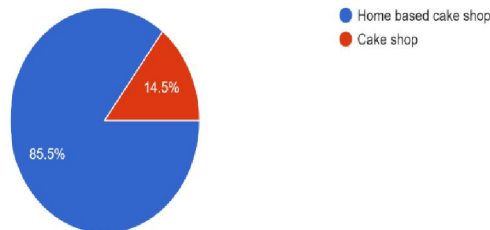
Research carried out collecting Primary data with feedback from customers, considering all the factors influenced while buying bakery products, and conclusions are made on the basis of feedback.

AGE GROUP  
124 responses



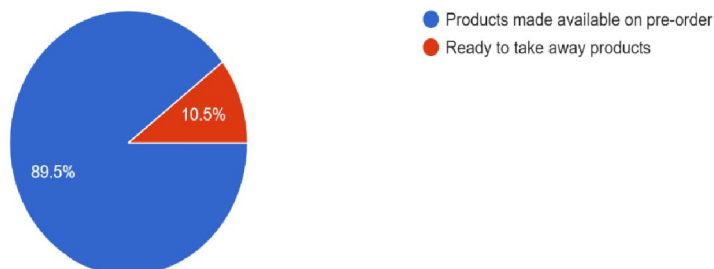
69.4% people are from 15 to 25 age group  
 13.7% people are from 25 to 35 age group  
 9.7% people are from 35 to 45 age group  
 7.3% people are from 45 to 60 age group

1-Where do you feel hygiene is taken into consideration?  
124 responses



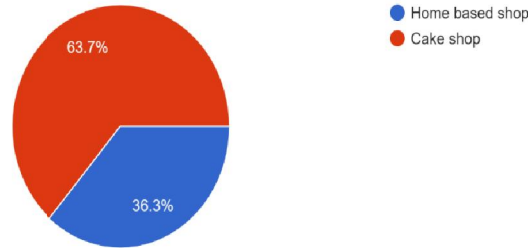
85.5% people chose home-based cake shop  
 14.5% people chose cake shop

2-Which product do you feel are freshly made?  
124 responses



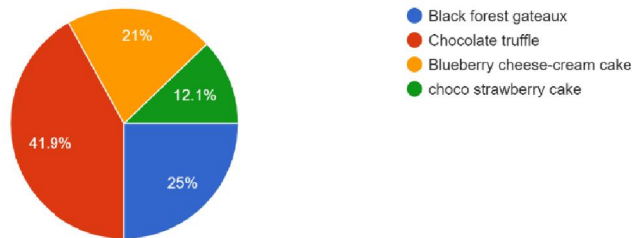
89.5% people chose products made available on pre-order  
 10.5% people chose ready to take away products.

3-Impromptu party celebrations require faster delivery of the product. In that case, what do you prefer?  
124 responses



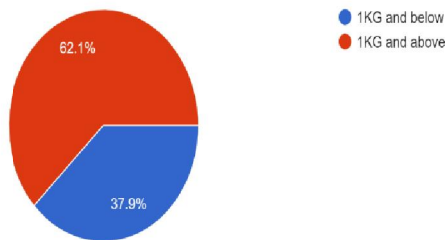
63.7% people chose cake shop  
36.3% people chose home-based cake shop.

5-Which flavour enhances your appetite the most?  
124 responses



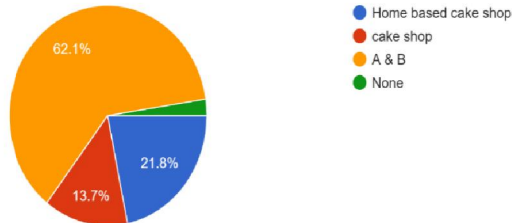
41.9% people chose chocolate truffle  
21% people chose blueberry cheese cream cake  
12.1% people chose Choco strawberry cake  
25% people chose black forest gateaux

6-Approximately how many kilograms customized cake do you prefer for your party/functions?  
124 responses



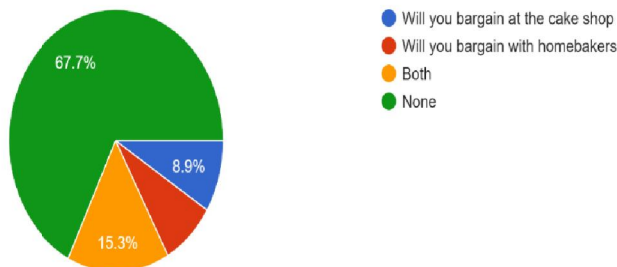
37.9% people chose 1kg and below cake  
62.1% people chose 1kg and above cake

7-Punctuality in delivery time is seen in which of the following?  
124 responses



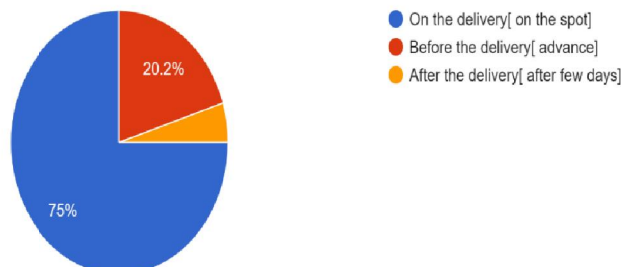
21.8% people chose home-based cake shop  
13.7% people chose cake shop  
62.1% people chose both home- based cake shop and cake shop  
2.4% people chose none

8-Which of the following condition do you support?  
124 responses



8.9% people will bargain at the cake shop  
8.1% people will bargain in the home-based cake shop  
15.3% people will bargain both in cake shop and home bakers  
67.7% people chose to not bargain.

9-How would you like to pay the bill?  
124 responses



75% people chose to pay bill on the delivery  
20.2% people chose to pay the bill before the delivery  
4% people chose to pay the bill after the delivery

**Home bakers face more challenges than the commercial bakers in a competitive market.**

This is the result that we found through a survey a questionnaire

**IV. RESULT AND CONCLUSION**

**Hygiene is taken into more consideration in the homebased shop**

Result: - 85.5% people chose home-based cake shop and 14.5% people chose cake shop.

Conclusion: - hence, it is proved that people feel more hygiene is taken into consideration in home-based cake shops.

**2.Products made on pre orders are freshly made**

Result: - 89.5% people chose products made available on pre-order and 10.5% people chose ready to take away products.

Conclusion: - Hence it is proved that products are made freshly on pre-orders.

**Impromptu party celebration cake shop is taken in to the consideration**

Result: - 63.7% people chose cake shop and 36.3% people chose home-based cake shop

Conclusion: - So hence it is said that impromptu party celebration cake shop is taken in to the consideration

**4. Chocolate truffle cake enhances the viewers appetite the most**

Result: - 41.9% people chose chocolate truffle ,21% people chose blueberry cheese cream cake,12.1% people chose Choco strawberry cake and25% people chose black forest gateaux

Conclusion: - So hence chocolate truffle cake enhances the viewers appetite the most

**5. 1kg and above customized cakes people prefer in their party/functions.**

Result: - 37.9% people chose 1kg and below cake and 62.1% people chose 1kg and above cake

Conclusion: - so hence 1kg and above customized cakes people prefer in their party/functions.

**6. Cakes shop and home-based cake shop are punctual in their delivery.**

Result: - 21.8% people chose homebased cake shop, 13.7% people chose cake shop,62.1% people chose both home-based cake shop and cake shop and 4.2.4% people chose none

Conclusion: - So hence it is proved that both cakes shop and home-based cake shop are punctual in their delivery.

**7.Will people bargain in the cake shop or home-basedshop**

Result: - .8.9% people will bargain at the cake shop, 8.1% people will bargain in the home-based cake shop, 15.3% people will bargain both in cake shop and home bakers and 67.7% people chose to not bargain

Conclusion; - So hence it is taken into the consideration that people will not bargain

**8. People will pay the bill on the delivery**

Result: - 75% people chose to pay bill on the delivery ,20.2% people chose to pay the bill before the delivery and 4% people chose to pay the bill after the delivery\

Conclusion: - So hence it is proved that the people will pay the bill on the delivery itself.

**9.To find out inclination of people towards home-bakers**

Result- 85.5% people think that more hygiene is taken into consideration in home based shop

89.5% people chose products made available on pre-order because people love to have freshly mad products

Conclusion – Hence we have found out that there is inclination towards home bakers

**10. To understand the challenges faced by home bakers against commercial bakers.**

Result –.As we home bakers have small scale production, we make cake only on pre orders for that customer should at least order before 4 hour and thus it is not possible to provide cakes on the spot , so home bakers are not considered as an option in impromptu celebrations. Hence, this is one of the biggest challenges faced by us.

**V. CONCLUSION**

Hence we have understood the challenges faced by home bakers against commercial bakers During the pandemic people are more attracted towards home bakers and people have accepted the new trend of homebakers because all the hygiene guidelines given by the government. Also, the customers have accepted that high standards of quality is obtained. Some have also stated that the ingredients used were of higher standards, the customers can directly speak to the owner and customize their orders. The increase in home bakers have led to entrepreneur skill and self-dependence accepting and facing challenges and solving them making them motivated as self-employed home bakers.

**REFERENCES**

- [1]. <https://www.whatshot.in/mumbai/15-home-bakers-in-mumbai-who-will-bake-customised-drool-worthy-cakes-for-you-c-103124>
- [2]. <https://yourstory.com/2015/02/baking-entrepreneurship/>
- [3]. <https://www.chinadaily.com.cn/a/202006/12/WS5ee2bdb1a3108348172527a6.html>
- [4]. <https://bulbandkey.com/blog/bakers-interview/home-baker-shraddha-shalhalkars-interview/>
- [5]. <https://www.foodhospitality.in/management/the-challenges-facing-modern-bakeries/3311/>
- [6]. <https://thebakerstake.com/2020/04/29/challenges-and-opportunities-in-tough-times/>
- [7]. <https://thebakerstake.com/2020/04/29/challenges-and-opportunities-in-tough-times/>
- [8]. <https://www.womensweb.in/articles/home-based-business-bakers/>
- [9]. <https://philosophyofyum.com/books-home-bakery-business/>
- [10]. <https://www.foodandwine.com/lifestyle/books/best-baking-cookbooks>
- [11]. <https://nymag.com/strategist/article/best-baking-cookbooks-pastry-chefs-bakers.html>
- [12]. <https://anybodycanbake.com/best-baking-books/>
- [13]. <https://www.intechopen.com/books/cyberspace/research-design-and-methodology>
- [14]. <https://gradcoach.com/what-is-research-methodology/>
- [15]. <https://www.scribbr.com/category/methodology/>
- [16]. HOMEBAKERS.CO.IN, **Author-** AkhilashwariAnand Raj, **Article name-** Homebased cake vs store bought breads.