

A BRIEF STUDY ON THE OVERALL PERFORMANCE OF BRIGHT BAKERY

KOHIMA

*Project report submitted to Nagaland University in partial fulfillment for the award of
the degree of Bachelor of Commerce*

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DECLARATION

I declared that the project report entitled “A Brief Study on the Overall Performance of Bright Bakery Kohima” Submitted by me for the award of degree of **Bachelor of Commerce** of Nagaland University is my own work. The project report has not been submitted by any other degree of this University or any other University.

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CERTIFICATE

I forward this project report to be placed before the examiners for evaluation.

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Supervisor

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CHAPTER 1- INTRODUCTION

1.1-Background: Bright Bakery located at Tin Pati Street, Kohima which was run by two brothers. They started the bakery shop in 2016. Treating the sweet toothed citizen to an amazing variety like, eatable items, cold drinks baked goodies and many others in kohima town. This bakery cum patisserie set shop and soon enough it came to be know for mouth watering delicious baked treats. This bakery serve such as cakes, breads, buns And many more. One can also place an order designer cake to suit the occasion. The service of Bright bakery at Tin Pati welcome customer between the hours of operation from 6:00am to 7:00am on all days of week except Sunday. Upon entering eatery, be greeted by the warm and polite staff Manning the customers, eager to serve people. From basic and simple cakes, this bakery also showcase it's expertise in the skillful art of designing artisanal and baked cakes.

LITERATURE REVIEW

Thanigachalam and Vijayarani (2014) conducted a study to measure the consumer behavior towards the Fast Moving Consumer Goods (FMCG) products. Research has defined consumer behavior as a process selecting the goods, buying and dispose of goods in order to satisfy their wants, needs or desires. It is basically a decision process which is affected by various factors such as attributes of goods and attributes of company as well. Research has found that the study the brand awareness and promotional offer are two

main important factors which affect the consumer behavior and decision making process of buying particular goods by the consumer

Khudsen (2014) Conducted a study to measure the attitude of customer toward the whole grain bread. It was from the study that consumer specially concern toward the taste and ingredients of the bread. Bread with healthy and nutrition ingredients attract the consumer. The acceptability of food item by the consumer health are generally popular the consumer.

1.2 Objectives of the study

Following are the main objectives of the study

1. To study how bakery shop are running
2. To find out the profit and expenditure
3. To find out the challenges and problem

1.3 Research Question

1. Is bakery business a sustainable business in kohima in term of profitability
2. What are the challenges and problem face by them

1.4 Research methods

The research method for the study was done through personal interview with Bright Bakery shop employees. Both the primary and secondary data and information have been used in this project.

Primary data: The primary data source was collected from Bright bakery shop through personal interview

Secondary data: The secondary data/source was collected from the website/internet.

CHAPTER 2- DATA ANALYSIS AND INTERPRETATION

2.1 Introduction

Data analysis and interpretation on primary data was to know the details of Bright bakery about consumer behavior, the profitability, expenditure and the challenges face by them.

While the secondary data was to know the information of current scenario of bakery industry at global level, Indian bakery and bakery in Delhi NCR region. Secondary data have also been used to get the conceptual knowledge of the area in detail about the shopping behavior of the consumer toward bakery products. The sample size of the customer is 500 which are the top ten bakeries in Delhi region

2.2 Challenges

The challenges are:

1. The biggest challenge is with bakeries shop popping up around every corner in the town, it becomes difficult to find opportunities to grow.
2. Another Challenges facing is most of baked goods which are perishable products so if they don't sell them fresh, the price will get marked down the next day or will be waste if the products do not sell and Staff will face the problem.
3. Staff challenge; it is a very physical job and have to work, often very long hours, the employee have to be fast with your craft while dealing with many customers.
4. The price sensitivity of the market

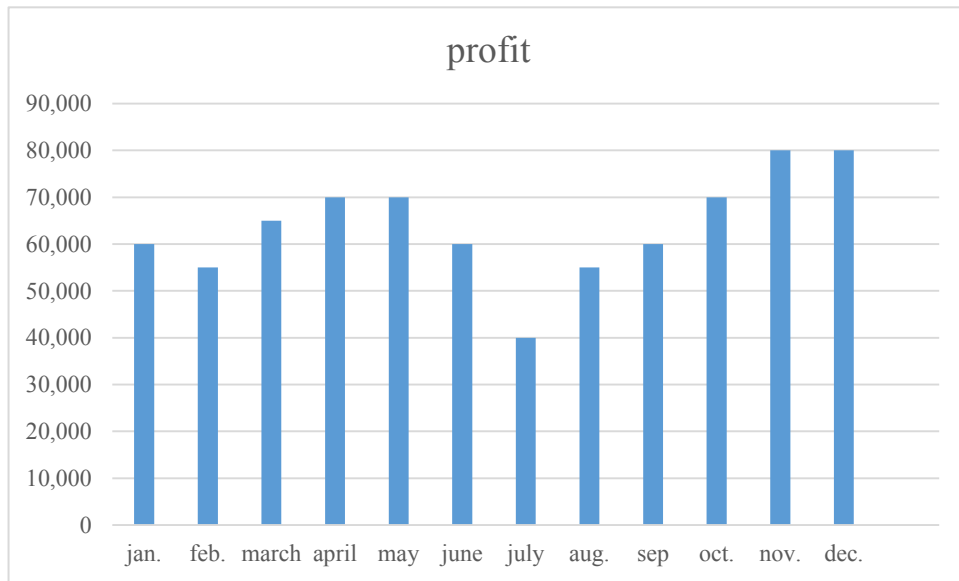
5. Like any other business it has ups and downs. The bakery shop must be unique and have different kind of product which other bakery shop don't have.

6. Price wars among the competitors also a major challenge.

2.3 Profitability

As bakery products provide both convenience and affordability to the consumer, it has come to know that the consumption level has witnessed a rise in the past few years. Apart from this ,busy lifestyle, changing eating habits of the people has reflected in a strong demand.

Considering all factors the average profit earned from the Bright bakery shop is around Rs.40,000 to Rs.80,000 per month. It also stated that profit earned also depend on the bakery product items in the shop.



2.4 Profit earned in a year on monthly basis.

2.4 Expenditure

The main expenditure incurred are

1.Rent for one flat building cost 8000 per month.

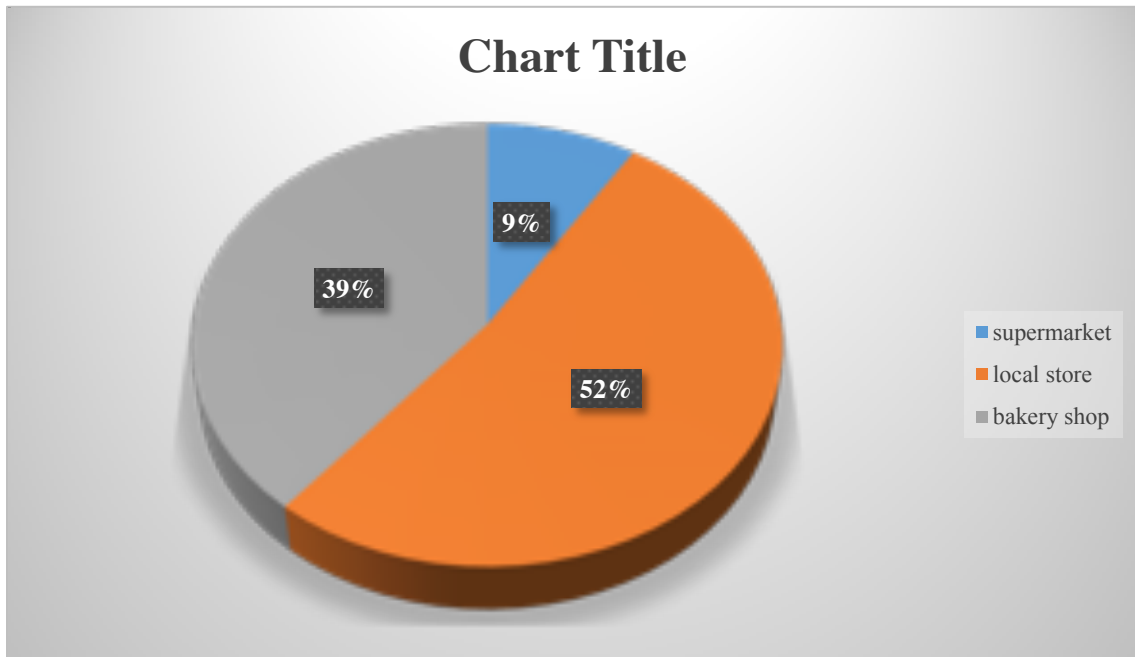
2.There are four 4 staffviz.1 manager or cashier and 3 Employees. Manager salary is paid around7000 per month and other employees are paid 4000 per month, with total of 19,000

For salary in a month.

3.Order of their product like samosa, puritha, buns, breads, etc. On a daily basis from other on wholesale and other items and cold drinks cost around 1 lakh to 1.2lakhs in a month.

2.5 SHOPPING BEHAVIOR OF THE CONSUMER TOWARDS THE BAKERY PRODUCT

This is the secondary data which show the shopping behavior of the consumer towards the bakery product in Delhi NCR region. The sample size of the customers is 500 from to ten bakeries in Delhi region.



Graph 2.5 Percentage of respondents visiting different type of bakery shop.

Interpretation: graph 2.5 shows the type of bakery shop visit by the consumer. It can be seen from the graph 2.5 that majority of the respondents I.e. 52 percent visit local store or Convenience store for the purchase of bakery products, 39 percent of the total respondents visit the bakery shop while only 9 percent of the consumer visit the supermarket (Vishal mega Mart and big bazar) for the purchase of bakery products.

CHAPTER 3- FINDINGS, SUGGESTIONS AND CONCLUSION

3.1 FINDINGS

Bakery business in kohima is also one of the most sustainable business on both small and large scale. Due to busy lifestyle and changing eating habit and western influence has reflected in a strong demand for bakery products.

It was found that the Bright bakery were hygiene, price of their products were reasonable. It also found that Bright bakery in kohima were highly sold of their product in Tin Pati area. They sold their products with good packing with fresh supply, good quality of their products, fresh and less perishable as compared to other bakery and providing fullest to the customers satisfaction. Bakery goods are perishable products so if they don't sell them fresh the price will get marked down in the next day or will be wasted. If the products do not sell the staff will face the problem. Like any other business it has ups and downs. There is always a price war among the competitors.

3.2 Suggestion

Bakery business can also be considered one of the best to run in kohima town. As bakery goods are consumed on a daily basis by the consumer which increases the sale of their products. Due to high nutrients value and price affordability in the market they have gained popularity among people contributing significantly to the growth of the bakery. As bakery product provides both convenience and affordability to the consumers, It has come to know that the consumption level has witnessed arise in the past few years. The bakery products like samosa, bread, buns, puritha, etc. are consumed on a daily basis which reflected a strong demand in the market. The bakery product are made from a variety of grains such as maize, wheat, and oats among others due to the busy lifestyle and western influence has reflected in a strong demand for bakery product in the town.

3.3 Conclusion

The project is a whole describes the scope and viability, profitability, the challenges and problems of bright bakery in kohima. From the study it came to know bakery business is able to providethe sufficient fund to give a good return ininvestment and provide employment opportunities for livelihood. The bakery products still remain the cheapest of the process ready to eat products in the streets which influence customer to go for more on bakery shop. Due to increasing in the population the demand for bakery products will continue to incr6 in future. So in all ways we can conclude the bakery is technically and socially viable.

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APPENDIX

Some of the picture of **BRIGHT BAKERY SHOP**









