

PROJECT REPORT ON
A BRIEF STUDY ON THE PERFORMANCE OF PLAZA
BAKERY IN KOHIMA

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

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DECLARATION

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

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CERTIFICATE

We recommend that this project report be placed before the examiners for evaluation.

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Chapter 1 - INTRODUCTION

1.1 INRODUCTION

A bakery is an establishment that produces and sells flour based food baked in an oven such as bread, cookies, cakes, pastries and pies. Some retail bakeries are also categorized as cafes serving coffees and tea to customers who wish to consume the baked foods in the premises. Confectionery items are also made in bakeries. Some bakery shops provide services for special occasions such as weddings, birthday parties, anniversaries, or even business events.

Bakery products due to high nutrition value and affordability are an item of huge consumption. Due to 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 trajectory of the bakery industry. A number of healthy products have been launched in the bakery segment and are gaining popularity at a high rate.

This is also true in the case of Kohima town, the capital of Nagaland state. Over the years the bakery-based products have grown popular among the citizens of the town, young and old alike. In Kohima, bakery outlets serve as a convenient source for fast foods. Most outlets serve a range of food items like baked bread, ice creams, packed food items, cold drinks, etc. Observing the business prospects in this venture, there has been an exponential increase in the establishment of numerous chains across the town. The area of my research was at Plaza Bakery located near South Point Market B.O.C. Opp. Hotel Japfü, Kohima. Plaza Bakery is also one of the leading bakeries in Kohima.

Treating the sweet-toothed citizens to an amazing variety of baked goodies this bakery cum patisserie established their shop in the year 2012. It is a joint venture and has three proprietors. This bakery serves an assortment of treats such as cakes, pastries, cookies, snacks and muffins. One can also place an order for an indulgent and decadent cake to suit the occasion. Having served a plethora of customers since its establishment it has secured an astonishing patronage from its customers and from

the local residents living in and around the locality. One can easily locate or spot this retail establishment with ease. The bakery is a self-service outlet and welcomes customers between the hours of operation from 7:00 am – 9:00 pm on all days of the week.

1.2 REVIEW OF LITERATURE

Bakery is very important as people buy bakery products on daily basis and 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 occasions, events or anyone's birthday it is incomplete without cake and bakery products. These businesses have created a lot of employment opportunities to the 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.

1.3. OBJECTIVE OF THE STUDY

1. To study why many prefer bakery foods than other products.
2. To study the income prospects and pattern of the bakery outlet.
3. To study the salary pattern of the employees in the outlet.
4. To study the nature of ownership of the outlet.
5. To study the growth and pattern of the outlet from the initial investment till date.
6. To study the working nature of the outlet.
7. To study the problems and difficulties faced by the bakery outlet

8. To suggest some measures in improving the business.
9. To know the performance of the bakery business.
10. To study the waste management system of the outlet.

1.4. RESEARCH METHOD

The sources of data include both primary data and secondary data. Primary data was collected by preparing questionnaires and personally interviewing the owners and employees of the bakeries. The Secondary data was collected by gathering information from articles from different websites.

1.5. LIMITATION OF STUDY

There are several limitations to the study in the form of challenges faced during the process of research. Some of such limitations and challenges are as following:

1. The first limitation is the challenge in obtaining the primary data and information. The process of interview and communication with the employees were disturbed and interrupted frequently by the visiting customers.
2. Lack of proper information from the owners.
3. Not much of fair and true information about the business.
4. They give some business strategy and ideas secretly and do not share.
5. Lack of proper information from other sources.
6. Lack of time from the business owners.
7. Inability to access the library for secondary sources.

8. Limited sources of secondary sources.

9. Transportation inconveniences.

CHAPTER 2 - DATA ANALYSIS AND INTERPRETATION

2.1. FINDINGS

1. Name of enterprise : Plaza Bakery
2. Name of proprietor: Pradeep Singh Kumar
3. Number of employees : 4 (2 males and 2 females)
4. Year of establishment : 2012
5. Number of working days per day: 9 hours.
6. Number of working days in a week: 6 days.
7. Initial capital required for the establishment of business: Rs. 8,00,000 - Rs. 10,00,000.
8. What were the sources of initial required capital for the establishment?: Own.
9. Payment of workers (period or frequency) : Monthly.
10. Salary details of employees: Rs. 6,000 - Rs. 7,000.
11. How are the salaries paid to the employees? : Cash.
12. Ownership of business : Partnership (3 proprietors)
13. How much is the net income? : Monthly= Rs. 50,000 approximately and Yearly= Rs. 6,00,000 approximately.

14. Does the organization pay taxes? If yes to whom? : Yes. Pay to Kohima Municipal Council and Chamber of Commerce Kohima.

15. Where are the products for the business imported from? : Domestic= Mokokchung and Dimapur and external import sources = Assam, India.

16. What is the approximate frequency of customers in a day?: 150.

17. Which product(s) of your business are sold mostly? : UNIQUE KATA.

18. How do you feel about your current salary? : Partially Satisfied.

19. Where or how do you discard the expired products? : Town municipal waste bins.

20. Do you have job security in your business organization? : No.

21. Besides the regular salary from the establishment, do you have other sources of income? : No.

22. Does the organization have “leave policy”? If yes, are you satisfied with it? : Yes. Satisfied.

23. Does the organization observe holidays of any nature? : Yes.

24. As per your point of view what are the challenges faced in running the business? : The primary and most common challenge is the fluctuation in periodic income. Sometimes the income is low, or is as not planned. One must not lose on this account and must know that this is one of the many prospects of running a business. The continuance with the business constitutes risk taking, which would make any businessman more efficient in his/her ability to function and at the same time cope with such uncertain events.

25. What are the strategies and method that must be adopted and employed for a business to grow from small business? : The foremost and effective strategy is to attract customers. And for doing so one can adopt the method of giving away free

gifts whenever customers buy products from the establishment beyond a certain quantity. And the second method in attracting the customers would be to give offer through advertisements, for example “Buy one, get one free”.

2.2 DATA ANALYSIS AND INTERPRETATION

The Plaza Bakery was established in the year 2012. It is a joint venture between three proprietors. The initial required capital for the establishment of the enterprise was derived from personal source. It was found that no other assistance like bank loans was resorted to for establishing the same. The capital required for the establishment of business was approximately Rs. 8,00,000 - Rs. 10,00,000. They disclosed that there were financial hardships in the beginning but was stable as the business progressed. The establishment has a turnover of over Rs 50,000 a month and Rs. 6,00,000 annually approximately. The approximate frequency of customers daily is 150.

There were two employees in the outlet, of which two were females and two males. They are paid monthly basis. Their monthly salary ranged between 6,000 to 7,000. The salaries are paid in hard cash, and banking facilities are not available or utilized for the process. Through physical interviews it was known that the employees were partially satisfied with their current salaries. Moreover, the employees do not have job security. They employees also do not have other sources of income besides their current source.

The working hour in the outlet is 9 hours a day. The outlet remains operative and functional for 6 days in a week. The employees were found to be satisfied with the working conditions in the outlet. The outlet remains closed on Sundays. Besides one day holiday in a week, the outlet also observes major leave holidays like National Holidays. The outlet has also fixed “Leave Policy”, where employees are granted leave holidays that may extend to over two weeks, on citing genuine subjects on the formal application for the purpose.

The frequency of customers in the outlet was found to be approximately 150. UNIQUE KATA is the most sold item of the establishment. The establishment pays

taxes to various local bodies like Kohima Chamber of Commerce, Kohima Municipal Council, etc. The outlet dumps its wastes, both dry and wet, in the town municipal waste bins. The domestic sources of items for the business are Dimapur and Mokokchung and the state of Assam. Beside these sources, the outlet also has its own small bakery unit.

CHAPTER 3 - CONCLUSION

3.1. SUGGESTIONS

1. Introduction of the online delivery system for the chain.
2. The establishment can improve their delivery system by maintaining a website dedicated to its products.
3. Ensure job security of the employees.
4. Extend banking facility to the employees. This can be done by dispensing their salaries through this method.
5. The establishment must provide and maintain proper financial statement for better administration of financial management and tax related issues.
6. Provide for parking facilities near the establishment.
7. The establishment can promote their products through advertisement on social media platforms.
8. The establishment must not just work for the sake of profit but must also ensure the satisfaction of the customers.
9. Maintain uniform for the employees. This will ensure professionalism in retailing and servicing to the customers. It will also do away with the problem related with the identification of the customers with the employees.
10. The establishment must adhere to all the laws and regulations related to food security and standards as laid down by competent authority.

11. The establishment must also ensure the observation of labour laws for the employees.

12. The establishment should also keep in check their quality control measures.

3.2. CONCLUSION

From this brief yet comprehensive research the following has been concluded:-

1. Most of the bakery outlets/chains throughout Kohima function on similar lines. Their style of functioning is similar to an extent.
2. Bakery outlets in Kohima are more like confectionery stores, serving all kinds of food articles in low prices. Due to this reason many prefer bakery-based food items than other.
3. The status of the employees of the bakery establishments in Kohima is not very good. Salaries of the employees in most outlets are very low.
4. Most employees do not have job security.
5. Most employees do not have other source of income besides their regular salaries.
6. Most outlets do not possess adequate facilities for effective delivery system, better servicing of the customers, banking facilities dispensing salaries to their employees, and other basic requirements.
7. Most outlets discard the expired items periodically.
8. In most of the outlets, the initial capital required for the establishment is from personal source. Only a few took loan for doing so.

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PHOTO GALLERY



Unique Kata









APPENDIX

QUESTIONNAIRE

1. Name of the enterprise :
2. Name of the proprietor :
3. Name of the work manager:
4. Number of employees :
Males--- Females---
5. Year of establishment :
6. Number of working hours (per day) :
7. Number of working days (in a week) :
8. Initial capital required for the establishment of business :
9. What were the sources of initial required capital for the establishment?
a. Loan (Private/government) b. Own
10. Payment of workers (period/frequency):
a. Weekly b. Monthly c. Quarterly
11. Salary details of employees:
a. 5000-6000 b. 6000-7000
12. How are the salaries paid to the employees?
a. Cash b. Through banking facility

13. Ownership _____ of _____ business:
 a. Sole proprietor b. Partnership (if so how many?) _____
14. How much is the net income?
 a. Monthly _____ b. Yearly _____
15. Does the organization pay taxes? _____. If Yes, to whom _____
16. Where are the products for the business imported from?
 a. If domestic, name the states/districts b. If form abroad, name the countries
17. What is the approximate frequency of the customers in a day? _____
18. Which product(s) of your business are sold mostly?
19. How do you feel about your current salary?
 a) Highly unsatisfied b) Unsatisfied c) Partially satisfied d) Satisfied
 e) Highly satisfied
20. Where/How do you discard the expiry products? _____
21. Do you have job security in your organization? Yes/no.
22. Besides your regular salary do you have other source of income from the business establishment? -- Yes/ no.
23. Does the organization have leave policy? Yes/No. If yes are you satisfied with it?
24. Does the organization observe Holidays (of any nature)? if so, mention them

25. As per your point of view, what are the challenges faced at the initial stage of the

establishment of a business? _____

26. What are the strategies and methods that must be adopted and employed for a business to grow from small business?