

An Economic Analysis of Bakery and Confectionary Products in Aurangabad City

Siddiqui Shaista Rahat¹, T. T. Shaikh², J. D. Shaikh² and M. A. Ansari²

Post Graduate Student, Department of Zoology¹

Dr. Rafiq Zakaria Center For Higher Learning And Research, Aurangabad, Maharashtra, India¹

Maulana Azad College of Arts, Science & Commerce, Aurangabad, Maharashtra, India²

ttshaikhmac@gmail.com

Abstract: *Present study revealed that the ingredient in making bakery and confectionary products Maida is one of the important ingredients same trend was observed in case of sugar. The study was conducted with ingredients used by bakers namely maida, ghee, butter, eggs, baker's yeast, baking powder, GMS, sugar, milk powder, cake gel, salt, vanilla essence, bread improver, water, custard powder and other requirement such as fuel, electricity, labour etc. All the bakers surveyed used maida as the main ingredient. Finding of the study will be useful for the organization to understand ingredients used by bakers. To conclude the finding of study it may go a long way in helping the organization to take appropriate decision pertaining to sales and marketing of bakery products in Aurangabad city. The study was carried out with a specific objective to know the quantity of ingredients used by bakers in Aurangabad city per annum. The survey was conducted with 8 to 10 bakers of Aurangabad city using convenient sampling technique.*

Keywords: Bakery, Products, Maida

I. INTRODUCTION

Among the top ten countries India is the world's second largest food producing country and has the potential of being the biggest with its food and agricultural sector.(8) The Indian bakery industry is one of the largest sections in the country's processed food industry. Bakery products, which include bread and biscuits, form the major baked foods accounting for over 82 per cent of the total bakery products produced in the country(9). It enjoys a comparative advantage in manufacturing, with an abundant supply of primary ingredients required by the industry, and is the third-largest biscuit manufacturing country (10).

Baking, particularly the baking of bread is one of the oldest of human activities-indeed one of the oldest surviving papyri appears to be a set of instruction for making bread. Another document is part of a correspondence explaining that pyramid construction falling behind because the supply of beer and bread to labourers has been insufficient, thus revealing that the diet of labourers has changed relatively little in thousands of years (11).

Now a days bakery production has extensively developed to a higher extent. This tremendous growth has happened due to two reasons. First is, due to the availability of better raw-material. Secondly, education abroad has brought in many new players striving to produce products of international standard rather than products of mediocre quality. Like various industries, retail bakeries see rising costs in fuel, health care, and other expenditures cut into their bottom line and raise the cost of doing business. However, there has been an uptick in demand, including trends such as cake shop and other baked goods.

In spite of economic worries, the food manufacturing industry is expanding its customer base while other food service sectors continue to suffer. Consumers are nowadays willing to spend moderately and demand high quality for their money (12)

II. METHODOLOGY

The study was carried out for six months (Aug 2018 - Jan 2019) in Aurangabad city of Maharashtra. The study was conducted through survey in the assigned area through direct interview with the retailers with the help of structured questionnaire. Primary data were congregated with the help of questionnaire whereas secondary data were collected from magazines, books and from concerned websites. Sampling method was non probability and convenient sampling

Research Instrument: Considering the nature of study as well as for obtaining correct data from respondents structured questionnaire was used to collect data.

Analytical Tools: Tabular and graphical tools were used in the preparation of the report.

2.1 Limitations of Study:

Respondents may have give biased or false information than the actual data.

Selected sample may not represent actual population. Limited time of data collection for the study. Analysis is purely based on the responses of the respondents

III. TOPOGRAPHY

Sr.No.	Bakery	Area
1	Oven Bake	City Chowk
2	Zee Bakers	Mondha
3	Ashiyana Bakery	Rehmaniya Colony
4	Western Bakery	Bari Colony
5	National Bakery	Raheem Nagar
6	Super Gold	Paithan Gate

IV. REVIEW OF LITERATURE

A study conducted by Small Industry Service Institute, Agra (2006) revealed that Bakery industry in India is the largest of food industry with annual turnover of Rs. 3000 crore. India is the second leading manufacturer of biscuits after USA. The biscuit industry in India comprises of organized and unorganized sector. As per the fnb news.com bread and biscuits form the major baked foods accounting for over 80% of total bakery products produced in the country(8). The quantities of bread and biscuits preparing are almost same. However, price value of biscuits is more than bread. The study has reviled that the industry has traditionally been and largely continues to be in unorganized sector contributing over 70 % of total population. Bakery products once considered as sick ma's food have now become essential food item of the vast population. Though bakery industry in India has been in existence as long as real fillip came only in the later part of 20th century.

The causal factors were urbanization, resulting in increased demand for ready to eat or Pre cooked products at reasonable price. A report on "Bakery Products market in Western Europe" (2009) has concluded that the total West Europe Bakery Products Market was worth Euros 98.4 Billion in 2008 and top 10 West European companies supplies 23 % of this market. This total market is forecast to grow at an average annual rate of 0.37% during years 2008-2011 periods. Binu Verghese (2007), Director Marketing and Business Development of South and west Asia AB Mauris revealed in his study "AB Mauris Plan Rs. 5 Crores Campaign to Promote Bread Consumption" that here, the per capita 11 consumption of bread is 2 kg a year as against an European average of 200 kg .

Joe Mathew C. (2005), observed in his report "Bread Brand Establishing in Semi Urban, Rural Area", New Delhi, that the branded breads are much penetrated to the semi urban and rural area as they have established their net work. The study has reviled that the industry has started the manufacturing of branded breads by giving contracts to the small manufacturer who are

producing the bread for the branded producer. The organized sector in this industry consist of around 1800 small scale industry, 25 medium scale industries and around 2-3 large scale industries. Nemat Shreeren S. (2013), Advertisements were well established modes of modern business techniques used to deceive the customers. According to various studies it has been revealed that there is a growing demand for bakery products due to its convenience in use, changing socio-economic environment and the desire to spend less time on food preparation. The study explores the influence of advertisement over purchase decision of consumers of bakery products. The bakery sector has huge market potential and has a wide range of untapped market which can be explored through various promotional activities and also by providing quality bakery products.

V. RESULT AND DISCUSSION

Total number of respondent was 5 to 7 who kept bakery products. All bakers use almost same kind of ingredients quantities vary with respect to their production. All the bakers surveyed used maida as the main ingredient. Martina Gažarová et al., al(2018) wrote in an article, even though food items made of maida such as samosas, gujia, halwa, gulab jamun, might be irresistible, they pose a number of health risks, which is very much factual.

Food items prepared by maida are high on the glycemic index (GI), thus causing an unexpected spike in blood sugar level. It creates pressure on pancreas as it has to release more insulin to balance GI levels.(7) During processing, maida loses all its nutrients and vitamins, thus becoming acidic in nature. Many Researchers found that foods that are high in acidic content can harm the bones as it strips it of calcium and reduces bone density. Some acidic foods are Sandwich, pizzas, burgers, pasta etc., all of which contain maida in abundance. In an article published by Times of India, Nidhi wrote that all-purpose flour is not good for gut health as it is sticky in nature and may stick to the passage of digestive system. Apart from gastric problems, it also causes fatty liver. It can leads to hormonal imbalances like PCOD, mood swings and weight gain.(6)

Table showing the ingredients used by different bakeries:

Sr. No.	Material Name	Unit	Oven Bake	Zee Bakers	Ashiyana Bakery	Western Bakery	National	Super Gold
1	Maida	Kg	31500	78750	175000	35000	35000	175000
2	Ghee	Kg	3150	7875	35000	5250	5250	10500
3	Butter	Kg	630	1575	0	0	0	0
4	Eggs	no.	63000	157500	70000	70000	70000	0
5	Baker's Yeast	Kg	315	965	7000	1050	875	7000
6	Baking Powder	Kg	158	315	700	70	175	0
7	GMS	Kg	315	965	1050	0	0	0
8	Sugar	Kg	6300	15750	52500	17500	10500	17500
9	Milk Powder	Kg	315	787	350	0	350	5250
10	Cake Gel	Kg	158	393	0	0	0	0
11	Salt	Kg	315	787	3500	1050	700	1750
12	Vanila Essence	Liter	63	157	35	35	0	35
13	Bread Improver	Kg	315	187	525	0	700	700
14	Water	Liter	6300	15750	70000	70000	35000	70000
15	Electricity	Unit	20750	39375	9000	700000	105000	350000
16	Wood/Gas	Kg	0	0	0	0	0	0
17	Fuel	Liter	50	250	21000	5250	5250	17500
18	Packaging Material	Kg	5985	12800	7000	1400	1350	7000
19	Labour	no	6	15	15	3	5	10
20	Custard Powder	Kg	315	787	175	350	350	175

Ashiyana bakers and super gold use maximum amount of maida that is 175000 kg/ anum as their production is large as compare to other bakers. Although least requirement of maida is of oven bake, western bakery and national bakers as they are small bakers. The production of Ashiyana bakery is very high as compare to others that's why all the ingredients used by them are comparatively high than others . Ghee is better than butter and it is good to know that all bakers are using ghee as their main ingredient. Only oven bake and zee bakers are using butter in high quantity however they are using ghee too but the amount of butter use by them is much high hiding the truth that ghee keeps your gut healthy, is a source of good fats and is superb for the skin and hair too. The requirement of eggs by all bakers is almost the same excluding zee bakers and super gold. Super gold doesn't using eggs so it may be conclude that they are making pure vegetarian products.

VI. RECOMMENDATIONS

Bakery should improve the service and take back the unsold products. As per production amount of electricity vary but these large producers must use alternative as it is non renewable resource. Bakery ovens are critical component of bakery plant. These ovens are used to bake the dough to get baked goods. These ovens have different kind of burners which have wide range of fuel to be used. Least amount of fuel is use by oven bake. Packaging material used by bakers must not be plastic it must be recycling material.

REFERENCES

- [1]. Anonymous (2009), Bakery Products Market in Western Europe, Hindu Business Line, November 16, pp 2-3.
- [2]. Nemat Shreereen S. (2013) "Influence of Advertisement Over Purchase Decision of Consumers of Bakery Products", Intercontinental Journal of Market, Research Review Vol. 1, Issue No. 7, pp 90-97.
- [3]. Verghese B. (2007), AB Mauris Plans to Promote Bread Consumption", Hindu Business Line, December 12th, 2007.
- [4]. Martina Gažarová et al. (2018) Consumption of different types of bakery products and its effect on visceral fat area in healthy population, 2018;69(4):353-362.
- [5]. Mathew J. C. (2005) Bread Brand Establishing in Semi Urban and Rural Area, Financial Business News, October 29th 2005, pp 1-3.
- [6]. <http://www.fnbnews.com/article/detnews.asp?Articleid=30083§ionid=49> Accessed on 02-06-2014.
- [7]. Martins, Z. E., Pinho, O., and Ferreira, I. M. P. L. V. O. (2017). Food industry byproducts used as functional ingredients of bakery products. Trends in Food Science and Technology, 67, 106-128.
- [8]. McKevith, B. (2004). Nutritional aspects of Cereals Nutrition Bulletin, 29(2), 111- 142
- [9]. <https://www.fihnlene.in/project>
- [10]. William P Edwards(2007) The Science of Bakery Products
- [11]. Sudesh Jood & Raj B. Grewal(2012) Bakery Science and Food Technology
- [12]. [report/bakery#:~:text=The%20Indian%20bakery%20industry%20is,products%20produced%20in%20the%20country.](#)
- [13]. <https://www.linkedin.com/pulse/bakery-industry-india-innovations-trends-challenges-bhasuru>
- [14]. <https://www.scribd.com/book/298978434/The-Science-of-Bakery-Products>