

# A Case Study on Bakery and Confectionery as a Department

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**Abstract:** *This case study examines the operations, strategies, and effects on customer satisfaction of the bakery and confectionery department at President, Mumbai - IHCL SeleQtions. The study looks at the department's product lines, manufacturing procedures, quality assurance controls, and customer interaction programmes. The results show the department's strengths, weaknesses, and overall impact on the hotel's reputation and guests' experiences. They also highlight the department's issues.*

**Keywords:** Food and Beverage Industry, Lifestyle, Supply Chain management, Consumer Behaviour