

A Case Study on Bakery and Confectionery as a Department

Ritesh Shidgane and Neha Patil

Bunts Sangha's Ramanath Payyade College of Hospitality Management Studies, Mumbai, India

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

I. INTRODUCTION

Mumbai - IHCL SeleQtions, which was established in 1973, will commemorate 50 illustrious years this April. For years, President, Mumbai has been the ultimate retreat for discerning customers and guests. It is synonymous with world-class hospitality and friendly service.

The hotel, one of the first high-rise structures in the city with views of the Arabian Sea, is recognised for giving its visitors remarkable and one-of-a-kind experiences. The hotel, which is a popular among South Mumbai visitors, is now the go-to place for tourists from all over the world looking for a home away from home. As the city's skyline changed quickly over the years, the hotel changed along with it, but it continued to be a popular place for Mumbaikars throughout the world who were looking for a break.

In order to improve the gastronomic experience at hotels, the bakery and confectionery section is essential. The bakery and confectionery division at President, Mumbai - IHCL SeleQtions is the subject of this case study. It examines the department's goals, structure, available products, and how cutting-edge methods and trends are incorporated. The department's capacity to satisfy customer expectations, uphold quality standards, and contribute to the hotel's overall success is also evaluated in the research.

II. LITERATURE REVIEW:

The importance of the bakery and confectionery departments to the hospitality sector is examined in the literature review. It examines subjects like product development, quality assurance, and menu planning. The evaluation also emphasises how important it is for bakery and confectionery companies to include culinary trends, creativity, and innovation in order to suit changing customer tastes.

III. METHODOLOGY:

An approach to qualitative research is used in this case study. Key members of the bakery and confectionery department, including chefs, pastry chefs, and management, are interviewed to gather primary data. In order to comprehend the department's processes, product offerings, quality control procedures, and customer interaction initiatives, observations and document analysis are also carried out. Thematic analysis of the data is used to pinpoint important conclusions and trends.

IV. FINDINGS:

The results highlight the important success elements and contributions made to President, Mumbai - IHCL SeleQtions by the bakery and confectionery section. These consist of:

Product Selection and Quality: The division maintains a high standard of quality while providing a wide selection of bakery and confectionery products, such as bread, pastries, cakes, chocolates, and desserts.

Innovative methods, flavours, and designs are incorporated by the department to meet customer preferences and stay current with market trends.

Customization & Personalization: The division focuses on creating personalised experiences by providing specialty cakes, pastries and sweets.

The consistent delivery of safe and high-quality products is guaranteed by strict quality control procedures and adherence to food safety and hygiene regulations.

Customer engagement and happiness are increased through the department's active interaction with visitors through interactive displays, workshops, and sampling events.

Knowledge Acquired and Planning Skills Developed in the Bakery and Confectionery Industry

Better Day-to-Day Operations

Enhanced Time Awareness

Enhanced Creativity, Acquired Knowledge of New Recipes

Better Creativity, Better Organisational Skills

Increased Productivity Acquired Organisational Skills Acquired Orderly Work Habits

Enhanced Perspective Acquired Producing and Baking Skills Effectively Developed Leadership, Improved Intellectual Working and Teamwork, Accurate Measuring of Ingredients, and Accurate Preparation of Quantities for Public Sale, Improved Effective Baking Skills

Effective Confectionery Skills Have Improved

I discovered that all recipes require specific ingredients, and I now know how much of each is required to complete each type of recipe.

Special Bakery and Confectionery Observations

The imported Belgium chocolate brand "Callebout" was found to be primarily used for rich products. While "Callebout" by-brands such as "Valneer" and "Morde" were utilised for inferior products

It was found that various ingredients react with one another differently.

The average bakery temperature was found to be between 40 and 50 degrees Celsius.

It was discovered that confectionery temperatures range from 10-15 degrees Celsius, making keen sense essential for baking.

The average walk-in or deep-freeze temperature was found to be between -5 and -3 degrees Celsius.

Products Are Blind Baked Using Regular Fosters Ranges From 5-8 Degrees Celsius According To The Ch

V. CONCLUSION

This case study demonstrates the important function played by the bakery and confectionery department at President, Mumbai - IHCL SeleQtions. The department's dedication to excellence, innovation, and guest involvement helps to build the hotel's reputation and increase visitor happiness. For other hotels looking to start up or expand their bakery and confectionery operations, the findings offer insights and recommendations.

BIBLIOGRAPHY

- [1]. Banerjee, S., & Nandwani, S. (2018). Bakery industry: trends, challenges, and opportunities. International Journal of Business and Management Invention, 7(6), 45-48.
- [2]. Boeriu, A. (2015). The importance of bakery and confectionery industry in the hospitality market. International Journal of Academic Research in Business and Social Sciences, 5(2), 93-101.
- [3]. Dullabh, H., & Naidoo, V. (2019). Sustainable bakery and confectionery practices: A review. Sustainability, 11(20), 5679.
- [4]. Karsaklian, E., & Desbois, D. (2018). Culinary trends and the emergence of pastry chefs. International Journal of Gastronomy and Food Science, 14, 26-32.
- [5]. Kundu, P. (2019). Bakery and confectionery industry: challenges and opportunities. International Journal of Engineering and Advanced Technology, 8(6), 2073-2077.

- [6]. Nakhil, N., & Chacar, S. (2020). Challenges and opportunities facing Lebanese bakeries: a qualitative study. *Journal of International Business Research and Marketing*, 5(4), 50-57.
- [7]. Sharma, P., Singh, S., & Sharma, A. (2018). Innovation in bakery products for sustainable business. *Journal of Critical Reviews*, 5(6), 369-372.
- [8]. Singh, M., & Sharma, R. (2016). Bakery industry in India: A study of its marketing strategies. *International Journal of Engineering Research and Modern Education*, 1(1), 228-233.
- [9]. Verma, M., & Singh, M. (2017). Innovations in bakery products. *International Journal of Advanced Research and Development*, 2(11), 491-495.
- [10]. Zeng, S., Meng, F., & Li, Y. (2017). Green management and corporate environmental performance: The mediation effects of organizational culture and training. *Sustainability*, 9(8), 1454