

# Study of Difficulties Face by Home Baker

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**Abstract:** *India is a rustic collection of various subcultures and traditions, but that is the country that is constantly prepared to accept, adapt, and analyze new matters before allowing its food, clothing, generation, and so on. It was a subculture until the post-independence period in which the men were the pinnacle of the household and were accountable for generating profits for the own circle of relatives. There is now a sea extrade in these kinds of traditions, as the dynamics of the own circle of relatives have changed over the years. There are a lot of technological advancements alongside education these days, and there is no talent or task that is restricted to a specific gender or age; anyone can easily follow their personal ardour in some way. This paper examines the rise of home bakers and how the use of social media during difficult times has helped them increase their sales. The pandemic brought the industry to a halt, but it also provided an opportunity for small-time bakers and aspiring entrepreneurs to turn their passion into a commercial enterprise possibility. It also saw a lot of use of social media for promoting and sales, but it also encountered some difficulties as a lockdown was declared and carrying out the mission at times became difficult. This paper discusses how social media has benefited home bakers.*

**Keywords:** home bakers, bakery, challenges

## I. INTRODUCTION

A bakery is a business that manufactures and sells flour-based baked goods such as breads, cookies, cakes, pastries, and pies. Some retail bakeries are also classified as Cafes because they serve coffee and tea to customers who want to consume the baked goods on the premises. Confectionery items are also produced in the majority of bakeries around the world. Home bakers distinguish themselves as personalized designers who attend to the needs of their customers by attending to and designing each order individually, whether it's related to cake design, icing, pricing, hamper packaging, cake table setup for a grand or small occasion, or simply giving in to their sweet tooth on occasion.

### 1.1 Objective:

To find out challenges face by home baker during Covid 19 in Mumbai city.

## II. REVIEW OF LITERATURE

GUPTA (2016) Why Home Bakers are an edge over Commercial Bakeries. Mentions that the market for high end cakes in and across the country is increasing at a very high pace. It is observed that people want customization and personalization of cakes and other baked delights as it seems to be out of the box. Home bakers have taken the market to next level for a number of reasons, such as, uncompromising quality. Home bakers ensure that all the products baked in their home-kitchen, is fresh and of good quality.

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This Christmas, home bakers take the cake. Earlier this year, while the pandemic wrecked big and small businesses, the world took comfort in sweet baked goodies. This led to binge-watching of YouTube tutorials on getting the ABCs of cooking and baking right. Established home bakers in the city took it upon themselves to conduct virtual classes thereby leading to an influx of aspiring bakers who have no qualms in exhibiting their new techniques on Instagram. With the festive season here, while restaurants and bakeries have recorded poor sales, home bakers have noted a substantial increase in cake orders.

### Definition of home baker?

A home baker is someone who bakes bread, pastries, cakes, or other baked goods at home, usually for personal enjoyment, family and friends, or as a small business. Home bakers typically make a variety of baked goods using their own kitchen equipment and ingredients. Some home bakers may also accept orders and sell their baked goods on a small scale, either as a hobby or as a part-time business. Home baking can be a creative and enjoyable activity, and many people take pride in producing delicious treats in their own homes.

### Cost of starting a home baking business in Mumbai.

Though you can start a home baking business with as little as an oven and some basic ingredients, let's look at a rough estimate of the cost of launching a small home baking business in Mumbai.

### Cost of Starting a Business

**Space:** If you are starting from scratch, there is no start-up cost because you will only be using your home's kitchen, and commercially, you may look at a space of 500 sq. ft. that will be approximately 50K rent per month, implying a 150K investment based on three months of security deposit.

**Business Licenses:** So, once again, it depends on where you start your business. If you start from home, you may not need a license to begin. If you are starting a business commercially, you may need to spend around Rs.25,000 on FSSAI, a fire license, and a municipal license.

**Equipment Cost:** A home baking business is simple to start and requires little capital. To begin, you will need an oven, some tins and trays, mixing bowls, a spatula, and so on. Keeping only the necessities in mind, the cost could range from Rs.15,000 to 20,000. However, if you do it in a commercial setting, you will need Mixers, Big Ovens, Deep Fridge, working table, sit out space, and so on, and the total cost for a 500sq. ft. space will be around 600K.

**Ingredient Cost:** Depending on whether you want to start with cakes, cookies, or bread, you will need to make a list of the ingredients you will require. Some ingredients are simply too common in almost all types of baked goods, while others are specific to the type of baked goods you may prepare.

We teach people Muffins, Cupcakes, Cakes, Frosting, Cookies, Pie, Tart, Blondie, Brownie, Bread, and Buns in our 30 Days Baking Challenge program. So they do 30 recipes in three days, and the total cost of the ingredients is around \$7,000. In a commercial space, you may need a few more ingredients because you will need to keep items on display, and the cost of ingredients may rise to \$20,000.

**Packaging Cost:** When it comes time to sell your products, they should look great in their packaging. Before even tasting your product, the customer will notice its packaging. Furthermore, muffin liners, cake boxes, and other essentials are included in the packaging cost. The cost of packaging is difficult to calculate because it depends on the quantity purchased; however, based on the investment levels listed above, let us estimate it at \$5,000. More packaging items will be required in a commercial space, and the cost could be around Rs.10,000.

**Marketing Cost:** Your letterheads, business cards, logo, packaging design all comes under marketing cost which is the bare minimum you would invest in. The marketing cost will involve a lot more as you grow but to begin with let's put an approximate cost of \$5000.

The marketing cost for a commercial space will be much higher than this. You will need a good looking display board, Newspaper inserts, some invites to influencers and cost on it. This all will cost approx. 100K.

**Miscellaneous Cost:** There are many expenses that we cannot account for because they vary from person to person, such as transportation costs. This could be due to you traveling to different locations to obtain the equipment and ingredients, or it could be due to delivery charges, etc. Depending on where you are, the cost of packaging, marketing, and so on may be higher or lower. So, let's put \$10,000 in miscellaneous for all those unknown and unaccounted-for expenses.

### Fixed cost

Bank Loans-EMI  
Website cost  
Insurances  
Professional fees like CA

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Tools&Software's  
Computer  
Rent  
Internet  
Phone

**Variable costs**

Taxes(GST)  
Marketing and Advertising  
Stationery  
Printer Ink  
Packaging  
Ingredients  
Electricity

**The Difficulties of Running a Home Baking Business**

Not every home baker begins with a three-year degree in food. The majority of home bakers start out because they love to bake. The home baking industry is more driven by passion than anything else.

However, a lack of awareness among home bakers is caused by scattered and insufficient learning about the business side of home baking. Even if a home baker wants to learn, there are few opportunities for them because they are all working and cannot enroll in a full-time course.

**Why do home bakers have difficulty finding paying customers?**

We ran a campaign and spoke with over 2000 home bakers across India over the course of two years. We discovered something intriguing. Most home baking businesses began because the individual's friends and family admired his or her baking abilities and encouraged the individual to start a home baking business. This is a great place to start. However, because the individual lacked experience in business management, marketing, or brand positioning, the company was always within the reach of friends and family.

Home baking businesses, like any other, require a proper business plan, marketing plan, and brand positioning, as well as a 360-degree knowledge of baking. TheclutterintheenvironmentWith so much clutter in the environment, it becomes difficult for an aspiring home baker to find the right source of knowledge and information. They established institutes that are prohibitively expensive, and enrollment requires a full-time commitment. That ability and flexibility are not available to everyone.

Other reliable sources are too dispersed, and learning everything is prohibitively expensive. Otherwise, you risk your life by relying on untrustworthy sources. We at ABCB decided to take action and created a program to assist all aspiring home bakers in starting their own home baking business.

We covered everything from marketing to brand building, as well as how to set up a home baking business and every type of baking that a home baker should know to stay in business.

The program's layout was greatly appreciated by the audience.

**III. RECOMMENDATION**

It is critical as a bakery owner to raise awareness of your company through advertising. However, it would be beneficial if you focused on increasing your sales in other ways as well. This way, you can be confident that you're doing everything possible to foster growth and achieve good results in a short period of time. Take a look at these five effective strategies for increasing bakery sales.

Nutrition information on the menu: With an increasing number of health-conscious Indians, you can make your bakery more appealing by including nutrition information on your menu. You can also ensure that your menu caters to all diets by including vegan, gluten-free, and keto options.

Keep your best products available in a variety of serving sizes: -When it comes to baked goods, provide your customers with a variety of serving sizes to choose from. This ensures that they do not place an order because the portion is too big or too small.

Keep your best products available in different servings: -When it comes to baked treats, have a variety of serving quantities for your customers to choose from. This ensures they avoid placing an order because the portion is too large or too small.

Showcase your products online: -While you can increase your visibility by listing your bakery on food apps, you should also establish your brand's presence by creating a website. Employ a professional to create your website.

Emphasize locally sourced ingredients: -Consumers place a high value on locally sourced ingredients. According to the American Bakers Association, 62 percent of consumers try to buy local products whenever possible.

Provide allergen-free products: While gluten-free product sales have slowed, research shows that allergen-free baked goods remain popular. In general, sales of allergen-free products have steadily increased and continue to increase. Furthermore, food allergies are on the rise, which means that more and more people will be looking for allergen-free products.

Pay attention to packaging: -Artisanal packaging is popular, and it's a great way to distinguish your products from the crowd. Not only will distinctive packaging make your products memorable, but packaging has been shown to be one of the most important factors in a customer's decision to purchase a product.

#### IV. CONCLUSION

Home Baking as a business was existing since many decades. During the pandemic, home baking was still very ongoing business by many and welcomed by both the bakers and the consumers. This business has also seen a rise in trends related to styles, menus, presentations, themes, colour combinations, ingredients, etc. According to the NRAI Indian Food Services Report, the share of bakery and desserts in the foodservice market across different formats is 6%. And this number is likely to grow at a great pace, increasing the number of bakery shops in India. This can also be accounted to the fact that technology has enabled many home bakers to showcase their baking talents and run successful home bakeries.

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