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MARKET RESEARCH AND ANALYSIS OF BAKERY INDUSTRY IN HYDERABAD

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CHAPTER 1

Introduction to Bakery Industry

Need and Importance

Brief History

History in India

Types of Baking goods

Types of Bakeries

Need and importance

Hyderabad, the city of Nizams is quite celebrated for its delicacies across the globe, Hyderabadi biryani, Mutton Haleem, Osmania cookies and Karachi biscuits to name a few.

The recently opened Hyderabad patisseries have culinarily advanced Hyderabad in the course of the decade yet at the same time it has plethora of traditional ‘mithai shops’. On one hand you will see choux buns and cheesecakes being served and a kilometer further mithai Wala selling ‘double ka meetha’ and ‘rasmalai’. As Hyderabad is quickly becoming one of the biggest business centers of India, individuals from across the world are fleeing to the city and to cater to the new customers, bakers across Hyderabad have likewise brought the culinary world to their kitchens.

Hyderabad, with a population nearly 6.9 million, has an area of about 625 square kilometers, and in this 625 sq. km. has nearly 1.9k places serving desserts and baked items. Of these 1955 places, 134 are cafes, 555 offering dine-out and takeaways. The remaining 1545 only offer delivery. But not all of these can be considered bakeries just because they offer desserts and baked items. A lot of these places are only serving readily available and commercially manufactured ice-creams and another lot sourcing dessert from other places, and the actual number is bakeries is 920, which is like 3 bakeries in a 2 sq. km area and a bakery per 7500 people.

The main objective of the project is to lay out a plan for opening a new bakery in Hyderabad. Even though Hyderabad has a plethora of bakeries and restaurants, it is growing very speedily, and newer areas are being added. A lot of areas which were, a few years ago, in the outskirts of Hyderabad are now an integral part. With the government aimed at making Hyderabad the technology hub of growing India, the population is going to rise in the upcoming years. With the rise of population, the demand for culinary goods will increase. Not only this, but the influx of skilled engineers and workers into the city will raise the living standards of people in Hyderabad, thereby leading to an increased spending power of Hyderabadis. With this, the demand will increase exponentially.

The project covers decision making regarding various aspects of opening a new bakery business, which begins by deciding on various factors including the ones listed below, but not limited to these.

- the kind of bakery to be opened
- the products to be sold
- the right pricing for the products
- the location of the bakery
- the ways to leverage existing markets to ensure the success of the bakery
- the marketing strategies for baked goods
- the innovation techniques to make the bakery stand out
- the methods of keeping the business relevant and growing, once opened

About the Industry

A Brief History of Baking

The first instance of baking was people cooked a paste of wild grass grains absorbed with water on a hot stone, rendering a bread-like product. Afterward, when people aced fire, the mix was simmered on hot coals, which made bread-production simpler, as it could now be made whenever fire was made. The Ancient Egyptians prepared bread utilizing yeast, which they had recently been using to mix beer. Bread heating started in Ancient Greece around 600 BC, prompting the innovation of encased ovens. Baking thrived during the Roman Empire. Starting around 300 B.C., the baked good cook turned into an occupation for Romans and turned into a regarded calling since baked goods were viewed as debauched, and Romans cherished party and festivity. Subsequently, cakes were frequently cooked particularly for huge feasts, and any cake cook who could develop new kinds of delectable treats was profoundly valued.

Fig: Ancient baking techniques

Heating strategies improved with the advancement of an encased preparing utensil and afterward of stoves, making conceivable thicker prepared cakes or portions. A portion of the impacts of the microbiologically instigated changes were viewed as attractive, and a progressive obtaining of authority over the procedure prompted conventional strategies for making raised bread portions.

Fermenting and baking were firmly associated in early human advancements. Maturation of a thick slop brought about a mixture reasonable for heating; a slenderer squash created a sort of lager. The two methods required information on the "riddles" of maturation and a stock of grain. Expanding information and experience showed the craftsmen in the heating and fermenting exchanges that grain was most appropriate to preparing, while wheat was best for baking.

Fig: Ancient ovens

The Egyptians developed the first ovens. In the initial a few centuries after the establishing of Rome, baking stayed a domestic skill with few changes in processing methods and instrument. Around then upgrades in heating innovation started to quicken quickly, attributable to the more elevated level of innovation for the most part. Computerization of blending, moving, forming, aging, and preparing forms started to supplant group handling with consistent tasks. The enhancement of bread and other pastry shop nourishments with nutrients and minerals was a significant achievement of the mid-twentieth century heating industry.

A Brief History of Baking in India

One of the largest segments of the food processing industry in India is Bakery Industry with more than 2,000 industrial bakeries producing around 1.4 million tons of the bakery products and 1,000,000 small-scale bakeries producing 1.8 million tons of bakery products. India is the second largest producer of biscuits in the world after the USA.

India is the world's second largest producer of food next to China and has the potential of being the biggest with its food and agricultural sector. The Indian bakery industry is one of the biggest sections in the country's processed food industry. India's organized bakery sector produces about 1.3 million ton of bakery products (out of three million tons) while the balance is produced by unorganized, small-scale local manufacturers.

The Bakery industry is a huge industry employing a large number of people. The Bakery sector is the largest of all the segment of India's food processing sector. A large part of this market is captured by bread and biscuits which are items of mass consumption. In addition to this, growth in the fast-food chains further stimulates the demand for breads as they are used for sandwiches, burgers, snacks, etc. Moreover, introduction of value-added bakery products is giving a boost to the market growth. Apart from this, busy lifestyles, changing eating habits and western influence has reflected in a strong demand for bakery products in India.

Trends in Indian Bakery

One clear pattern that has come up in the baking industry is the inclination for lighter and more beneficial nourishments. Presently one can have multigrain bread, brown bread, sweet bread or even without gluten bread if someone can't tolerate proteins found in grains like wheat, rye, etc. They have spread over the length and broadness of the nation, and it isn't just breads which have gotten more beneficial. The equivalent can be said of bread rolls, cakes, baked goods and numerous different things. The ascent of diabetes in the nation has additionally prompted an ascent in the interest in sugar free and solid bakery items. Overall, this trends towards healthier items have been driven by increasing health awareness.

Another trend that has emerged in recent years is the preference for homemade items. The pure variety of homemade chocolates that becomes available during festivals points towards the growing demand for such items in the country. The demand is also growing for varieties of bakery items. This shows that nowadays people are not worried about the money if they get the product of their choice, healthier, tastier and hygienic. This is especially true in urban India, though the trend is catching fast in other areas of the country as well. All these diviners well for small unorganized bakery stores in India because they can now concentrate on producing quality products without bothering much about whether they would be able to make reasonable profit out of the products that could be priced slightly higher.

Challenges facing Indian Bakeries

1. Whether the expansion will be adequately able to fulfill the new age needs. For instance, to fulfill the need for healthier food, store or shop need to put resources into making the offices increasingly sterile and furthermore employing new individuals with information on such items.

2. Whether the bakery industry can keep up with the Guidance Document on Food Safety Management System" delivered by Food Safety and Standards Authority of India (FSSAI). It states the significance of food establishments to have hygienic surrounding and adequate number and separate cleanly structured toilets for male and female workers.

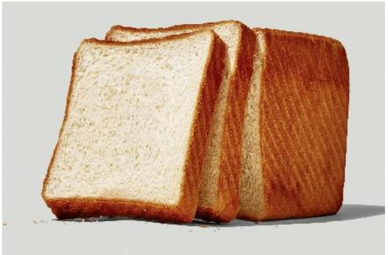
3. Developing new items is another huge test for industry in perspective on expanding rivalry in the market. There is additional need to build mindfulness about the advanced advances and accommodation of internet-based life stages that can help pastry shops in the sloppy part arrive at a more extensive market.

Types of Baking Goods

Everyone has experienced the pleasant sensation of walking into a bakery and smelling sweet aromas of fresh baked goods right out of the oven. During a time where prepackaged and solidified nourishments overwhelm the retail basic food item industry, bakeries give an invigorating other option and wide assortment of flavorful treats.

The widely used bakery product are as follows -

Breads



Breads are one of the oldest forms of food in the world and are made by baking a flour and water mixture. Bakeries produce a variety of breads including rye, Italian and pumpernickel. Other ingredients such as salt, fat, milk, sugar, baking soda and yeast can be added. Breads come in a variety of forms, including rolls and loaves.

Pies

Bakeries sell pies as dessert items. A pie is a baked dish consisting of layers of pastry dough that form a shell and have sweet or sour fillings. Pies can also be filled with meat. Some traditional varieties of pies include apple, strawberry, cherry, cream, custard and key lime.

Pastries

Pastries refer to baked goods made with ingredients that often include butter, sugar, shortening, flour, baking powder and eggs. Pastries, higher in fat content than breads, include small desserts and quiches. Other types include Danish pastry and croissants.

Cookies

The “cookies” or “biscuits” are loved the world over. They can be molded, rolled and cut, baked into bars, sandwiched with fillings, and decorated with colorful icings. They can range from simple to elaborate, a snack or important family tradition.

Frozen Desserts

While ice cream might be the hands-down favorite, frozen desserts, in myriad forms—from gelato, frozen yogurt, sorbet and granita to semifreddo, frozen soufflés, and ice cream cakes, pies, and sandwiches capture our hearts.

Types of Bakeries

1. Bakery Cafe

A bakery bistro, or a plunk down pastry shop, is a retail pastry kitchen that incorporates a feasting zone for clients to sit and make the most of their food. For opening a bakery bistro with seating, one will need an area with open space.

2. Counter Service Bakery

A counter assistance bakery is like a plunk down foundation such that the model requires a space for clients to see your items. They don't have a dedicated place to eat.

3. Home Bakery

Heating at home is ideal for business visionaries who don't have as much funding to put resources into their new business. All one needs to begin a home pastry kitchen is the best possible hardware, satisfactory space, and the important certifications.

4. Bakery Food Truck

Pastry shop food trucks, like cupcake trucks, are moderately economical to obtain, and they give you the opportunity to move around to various areas to sell one's products.

CHAPTER 2

Review of Literature

Review of Literature

Martínez-Monzó, J. and other scholars have explored the effects of culinary trends on product innovation in the bakery industry. The fundamental patterns in bread, pastry kitchen, and cake development are identified with wellbeing, joy, and accommodation. They dissect what culinary patterns mean for item development in bread and other baked items. New cooking and driving gourmet experts consider bread and pastry shop not exclusively a supplement to the dishes served in their eateries, but also a crucial part of their advancement contributions.

Angela Dettori, Michela Floris and Cinzia Dessì explored how consumers saw quality being influenced by the advancement in customary items in the bread and cake industry. They survey whether enhancing conventional items is a successful technique, particularly in culinary businesses. The outcomes demonstrated the negative connection between client saw quality and enhancing customary items in conventional ventures implanted in shut settings. The current examination explains the shadowy side of development in conventional businesses, for example, the bread, bread kitchen and cake industry, and it uncovers how custom assumes a significant part in those areas.

Dogan Gursoy and others have analyzed the effect of the ongoing pandemic on the hospitality industry. While the hospitality business is gradually recuperating, the Coronavirus emergency keeps on applying significant effects on how neighborliness organizations work. Cordiality organizations are required to roll out generous improvements to their tasks in the Coronavirus business climate to guarantee workers' and clients' wellbeing and security, and upgrade clients' eagerness to belittle their business. People are expressing clear dissent to dine in at restaurants and some visible sanitization efforts may change this behavior, but it will take time to get things to pre COVID-19 times.

Messner, Wolfgang and others have researched that Web based buyer assessment stages empower clients to communicate their perspectives and encounters. Drawing on online survey information from 43,397 carrier travelers from 26 nations and 116,241 lodging visitors from 46 nations, this examination investigates the exchange among public culture, affinity to post, conclusion, and length of free-text online audits. Results show that clients from individualistic societies are bound to post audits, and their surveys are longer. Besides, clients compose longer audits when they pick higher assistance levels and when they pay with their own cash. Promoting directors subsequently would be very much encouraged to perceive that the way clients give criticism on online stages is part of the way socially decided.

Patrick A. Barbro and others observe that as multinational firms keep on selling brands across country borders on the web, online survey stages make an incentive for buyers and for firms yet contrasts in language and investigating style raise doubt about the similarity of audit content across nations. Expanding on past examination on nation contrasts and online verbal, it inspects the impact of language and country on the volume, valence, and support of client surveys. An investigation of 32,555 surveys across five nation locales of Amazon.com challenges past presumptions about verbosity contrasts between nations. Likewise discover proof of reaction predispositions that influence star rating valence and the supportiveness of surveys. Finally, it exhibits and clarify how utilizing a global dataset to reproduce a formerly distributed, single-country study can yield new bits of knowledge into customer auditing conduct.

Sreejesh S., Anushree M R and Abhilash Ponnam have found evidence in the hotel industry of how online reviews and comments impact the consumers perception towards a business, suggesting that user's view of high disappointment seriousness and audit concurrence on the equivalent could antagonistically affect the disposition towards the lodging and decrease support goal towards such business. They recommend this antagonistic impact could be moderated by conveying fluctuating internet techniques. For fluctuating degrees of saw disappointment seriousness and audit understanding, diverse procedures are to be sent in order to incite great results, for example, improved demeanor and support aims. They found that the utilization of changing web-care techniques to produce great results is intervened by equity insights.

Shikha Sota, Harish Choudhary and Manish Kumar Srivastava study the review and classification of consumer relationship management in the hospitality industry. They audit research articles distributed in the region of Client Relationship management (CRM) in the cordiality business to efficiently survey the whole accommodation CRM writing to distinguish effective subjects and patterns. The examination papers were investigated and grouped dependent on their time of distribution, diary of distribution, information bases, subjects and key topics that arose throughout the long term. The holes and patterns were likewise recognized to recommend further extent of examination.

Limitations

1. Customers in India are not much aware of the food certification practices and hence because of irregular visit of the bakeries hence their opinions were subjective, but our research aims to target various sectors of the society, tapping those with vast culinary experiences.
2. Now a days the concept of Customer Relationship Management is in its emerging stage in the culinary sector of hospitality and there is a lot of lack of information regarding this now speedily emerging industry.
3. The culinary industry, even though rapidly growing now, is a relatively newer industry in India and the only opinions of the taste and style of bakery goods they prefer is inspired heavily by the fewer older bakeries and hence the responses of the consumers are heavily impacted by that.
4. Due to timing constraints and financial constraints, the researcher is restricted to select a broader sample, but with this study the target is the direct people being impacted by the project.

CHAPTER 3

Research Methodology

Problem Statement

Analyse the various bakeries in Hyderabad and their customers to ease the opening of a new bakery and leverage this heavily existing competition to your leverage. The project should be able to answer the below question.

- what kind of bakery needs to be opened
- what products are to be sold
- the right pricing for the products
- the location of the bakery
- how to leverage existing markets to ensure the success of the bakery
- marketing strategies for baked goods
- innovation techniques to make your bakery stand out
- how to keep your business relevant and growing, once opened

OBJECTIVE OF THE STUDY

1. To understand the performance of bakery industry in general and with specific reference to user reviews from sample bakeries.
2. To examine and evaluate various factors that influence the bakery business in Hyderabad with regard to location, pricing, distribution, sales and profit, product mix.
3. To evaluate the customer perception and their buying behavior towards the bakery products in Hyderabad city, focusing on developing marketing strategies to lure them.
4. To report the findings analyzed from the field survey and present the results of the same.

Hypothesis

1. H_0: There is no significant difference between gender, age group and visiting frequency at the bakery café.
2. H_0: There is no significant difference between gender, age group and visiting time at the bakery café.
3. H_0: There is no significant difference between gender, age group and hours spent at the bakery café.
4. H_0: There is no significant difference between gender, age group and consumer preference of baked goods.
5. H_0: There is no significant difference between gender, age group and preference of the ideal bakery type.
6. H_0: There is no significant difference between gender, age group and money spent per person by consumers at a bakery.

Data sources

Primary data

The study is mainly based on primary data, which is obtained through open and commercial sources. The open sources include the usage of openly available data such as ratings on Zomato. The commercial sources include contacting the various restaurants and bakeries to gather data not available on open-source platforms, the branching data to name one. The customer survey study is only based on primary data, which is obtained through canvassing a structured questionnaire and open discussions with customers for eliciting the customer's perceptions and reflections. A comprehensive questionnaire was prepared to cover various aspects affecting consumer behaviour in the bakery industry.

Secondary data

The secondary data is sourced from open-source platforms, such as google and Swiggy and gives an insight of the same data but for take away.

Scope of the study

- This study is completely conducted for the bakeries in Hyderabad only.
- The study is composed of real data of the various bakeries in Hyderabad.
- This study is based on realistic and time bounding setting.
- This study is completely conducted for the consumers in Hyderabad only.
- This study is based on realistic and time bounding consumer data.

Period of the study

The study is intended to cover more than 80% of the bakeries or similar institutions in the city and it was conducted between year 2019-2021.

Sampling - Method, Technique and Size

Purposive random sampling method from non-probability sampling methods will be used for the present study. It involves the researcher using their judgement to select a sample that is most useful to the purposes of the research.

Convenience random sampling method, an easy and inexpensive method from non-probability sampling methods will be used for the present study.

Sample Size – Market sample is composed of **102 bakeries** in Hyderabad located in different regions, of different types and selling wide variety of baked goods. Consumer sample is composed of **111 customers** from Hyderabad with different incomes, occupations, genders and age groups to be a true representation of the actual data of city consumers.

Statistical and other qualitative tests used for the study

1. Factor analysis
2. Descriptive analysis
3. Chi-square test

Tools used for analysis

The following tools and technologies were used to collect and present the data in various forms such as tabular, graphs, pie charts and histogram.

1. Google docs
2. Microsoft Excel
3. IBM SPSS
4. Microsoft word

Study Limitations

1. The culinary experience in Hyderabad is in its emerging stage, with a lot of old bakeries with higher ratings despite upcoming newer bakeries with better products.
2. The ratings and reviews obtained from known open sources may not be an accurate representation of the consumer behavior and maybe subjected to interference by restaurants and bakeries to retain or gain popularity.
3. The culinary experience in Hyderabad is in its emerging stage, leading to a lot of customer hostility in expressing their unbiased opinions.
4. Customers were not quite aware of the taste of a lot of products; because of which their opinions are subjective.
5. Due to time and financial constraints, the sample size has been restricted and with the use of convenience sampling method, but there is no way to tell if the sample is representative of the population, so it can't produce generalizable results.

CHAPTER 4

Data Analysis and Interpretation

Market Research Analysis of

Existing Bakeries in Hyderabad

1. Analysis of area distribution of main branches of bakeries in Hyderabad

Table 1 -Represents the main branch distribution in Hyderabad conducted during 2019-2021

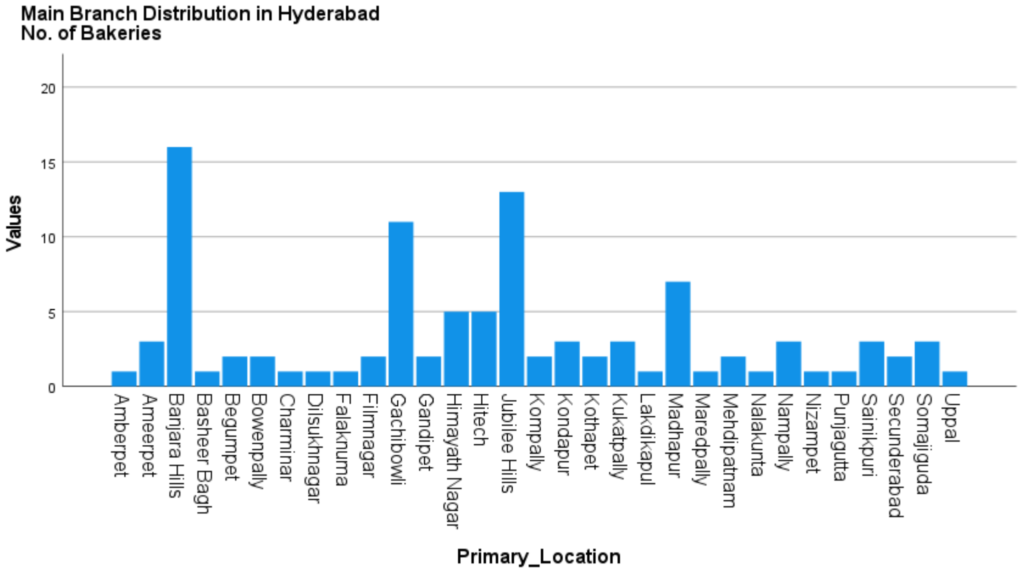
Main Branch Distribution in Hyderabad

	# Bakeries	Percent	Valid Percent	Cumulative %
Amberpet	1	1.0	1.0	1.0
Ameerpet	3	2.9	2.9	3.9
Banjara Hills	16	15.7	15.7	19.6
Basheer Bagh	1	1.0	1.0	20.6
Begumpet	2	2.0	2.0	22.5
Bowenpally	2	2.0	2.0	24.5
Charminar	1	1.0	1.0	25.5
Dilsukhnagar	1	1.0	1.0	26.5
Falaknuma	1	1.0	1.0	27.5
Filmnagar	2	2.0	2.0	29.4
Gachibowli	11	10.8	10.8	40.2
Gandipet	2	2.0	2.0	42.2
Himayath Nagar	5	4.9	4.9	47.1
Hitech	5	4.9	4.9	52.0
Jubilee Hills	13	12.7	12.7	64.7
Kompally	2	2.0	2.0	66.7
Kondapur	3	2.9	2.9	69.6
Kothapet	2	2.0	2.0	71.6
Kukatpally	3	2.9	2.9	74.5
Lakdikapul	1	1.0	1.0	75.5
Madhapur	7	6.9	6.9	82.4
Maredpally	1	1.0	1.0	83.3
Mehdipatnam	2	2.0	2.0	85.3
Nalakunta	1	1.0	1.0	86.3
Nampally	3	2.9	2.9	89.2
Nizampet	1	1.0	1.0	90.2
Punjagutta	1	1.0	1.0	91.2
Sainikpuri	3	2.9	2.9	94.1
Secunderabad	2	2.0	2.0	96.1
Somajiguda	3	2.9	2.9	99.0
Uppal	1	1.0	1.0	100.0

Source: Data has been collected from the market survey carried during 2019-2021

A graphical representation of the distribution of bakeries across different localities in Hyderabad -

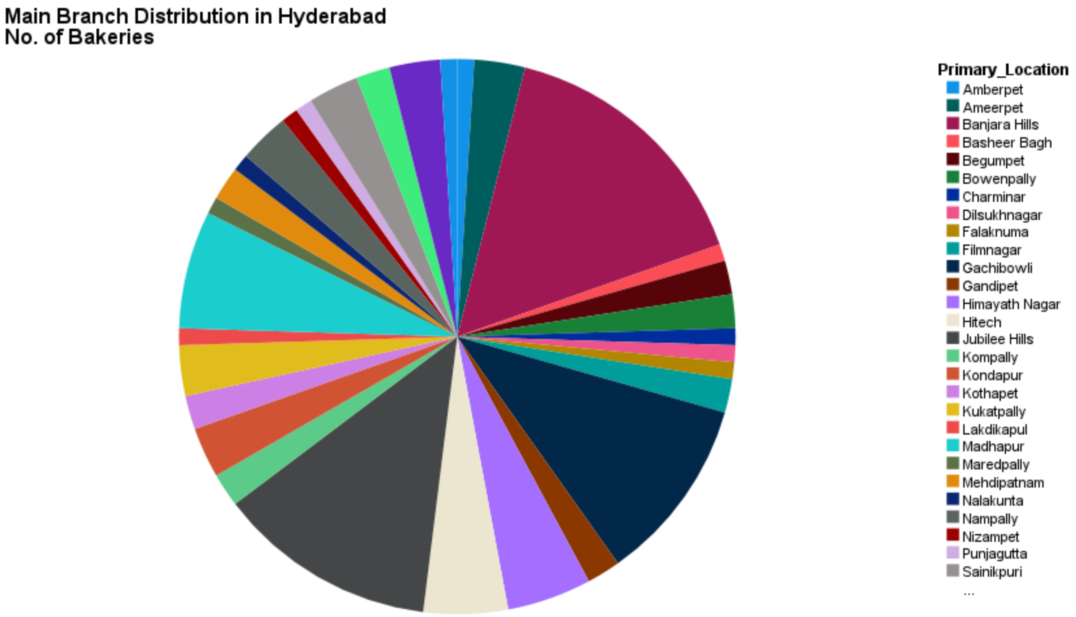
Figure 1 -Represents the main branch distribution in Hyderabad conducted during 2019-2021



Source: Data has been collected from the market survey carried during 2019-2021

A pie chart representation of the same –

Figure 2 -Represents the main branch distribution in Hyderabad conducted during 2019-2021



Source: Data has been collected from the market survey carried during 2019-2021

Interpretation:

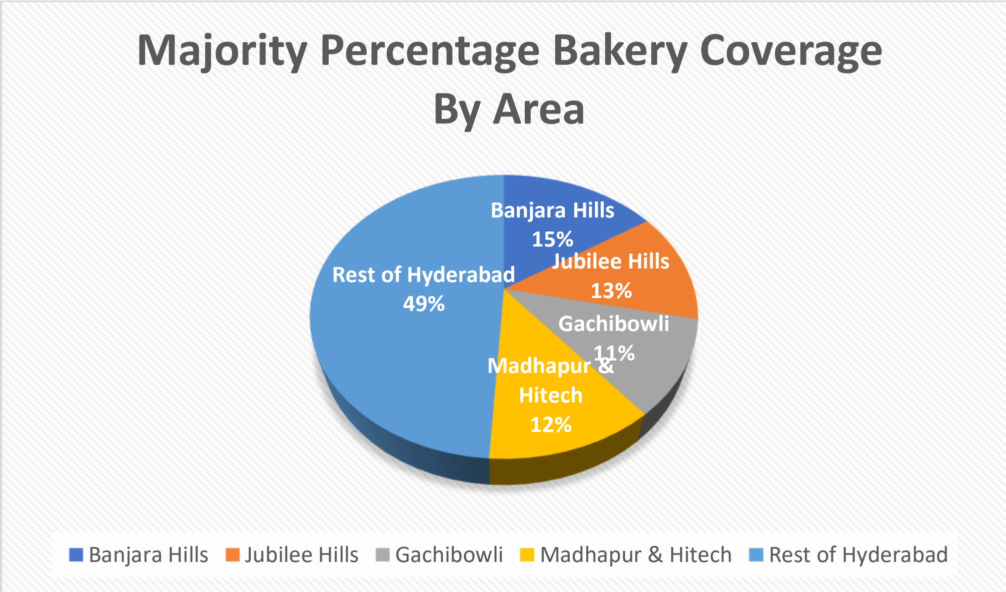
15% of the bakeries in Hyderabad are located in Banjara hills, while 13% are in jubilee hills. 11% bakeries lie in Gachibowli, 8% in Madhapur and remaining areas occupy 53% of the bakery share.

Inference:

From the graphs, above it has been understood that how the bakeries are distributed across the city. As is evident from Figure 1, most of the bakeries have their main branches or are only present in Banjara Hills, Jubilee Hills and Gachibowli, which is in line with our understanding that the new bakeries have opened to cater to the new population that has migrated to the city over the past decade, as these are the areas where the migrated population can now be mostly found.

The same can be visualized as a bar chart in the Figure 2 below. More than 50% the major bakeries are in the Banjara Hills, Jubilee Hills and Greater Hyderabad area. The rest of them are distributed across the city with areas like Somajiguda, Ameerpet, Kukatpally having major share in the rest with 3% share each.

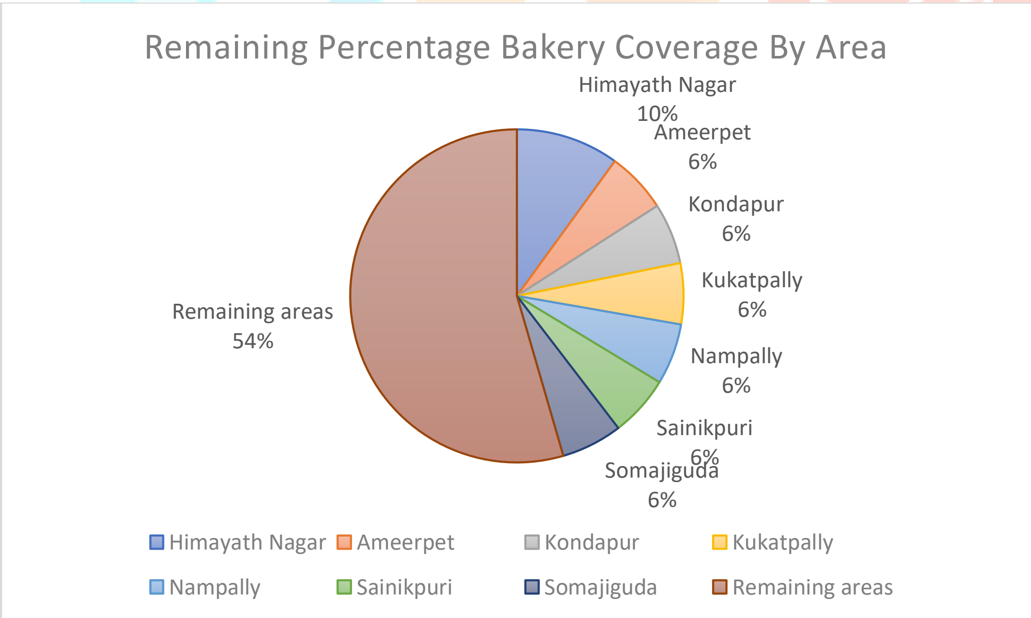
Figure 3- Represents Majority Percentage Bakery Coverage by Area in 2019-2021



Source: Data has been collected from the market survey carried during 2019-2021

The share for the rest of the places in bakery percentage can be visualized in the pie chart in Figure 4 below.

Figure 4- Represents Majority Percentage Bakery Coverage By Area in 2019-2021



Source: Data has been collected from the market survey carried during 2019-2021

Interpretation:

Of the remaining areas, Himayat nagar comprises of 10% of the bakeries, followed by Ameerpet, Kondapur, Kukatpally, Nampally, Sainikpuri and Somajiguda at 6% each. The rest of the bakeries lie in the remaining 54% area.

Inference:

An interesting thing to note about the above data is that although it gives a distribution of main branches of major bakeries in Hyderabad, it isn't a true representation of the real bakery spread across the city. To study the same, additional dataset is taken for the same 103 bakeries. Keeping this in count, the number of dataset entries for next section increases to 395. That means an average of ~3 branches (apart from the main one) per bakery.

2. Analysis of bakery locations distribution in Hyderabad

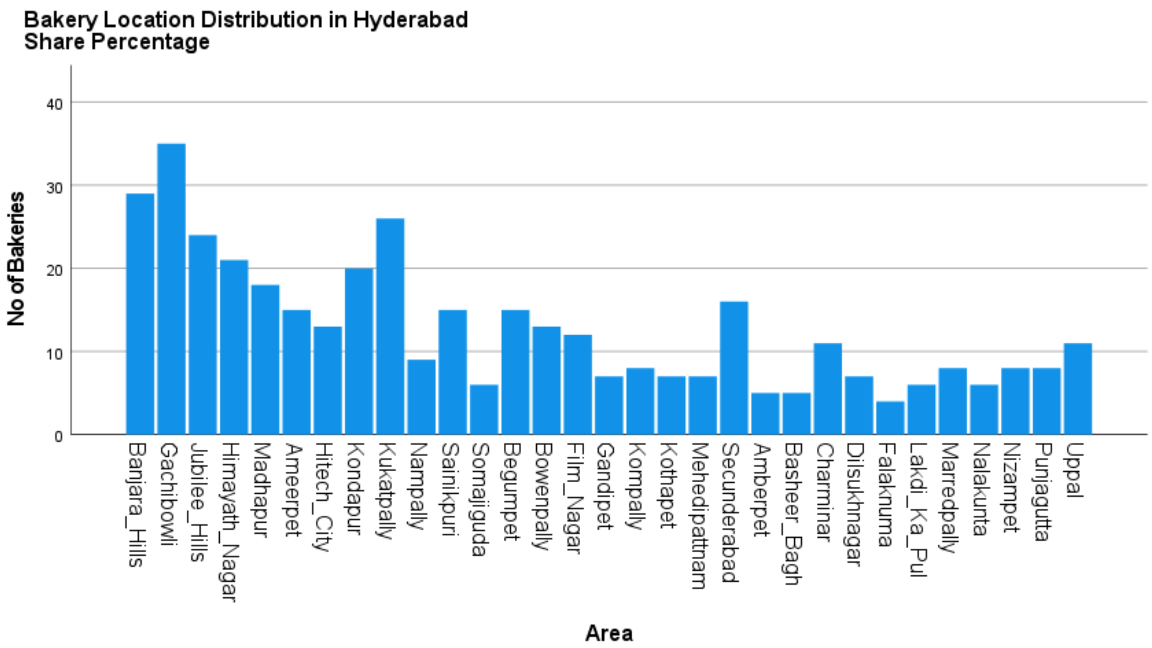
Table 2 -Represents the bakery location Distribution in Hyderabad conducted during 2019-2021

Bakery Location Distribution in Hyderabad	Responses		
	# Bakeries	Percent	Cumulative %
Banjara_Hills	29	7.3%	29.0%
Gachibowli	35	8.9%	35.0%
Jubilee_Hills	24	6.1%	24.0%
Himayath_Nagar	21	5.3%	21.0%
Madhapur	18	4.6%	18.0%
Ameerpet	15	3.8%	15.0%
Hitech_City	13	3.3%	13.0%
Kondapur	20	5.1%	20.0%
Kukatpally	26	6.6%	26.0%
Nampally	9	2.3%	9.0%
Sainikpuri	15	3.8%	15.0%
Somajiguda	6	1.5%	6.0%
Begumpet	15	3.8%	15.0%
Bowenpally	13	3.3%	13.0%
Film_Nagar	12	3.0%	12.0%
Gandipet	7	1.8%	7.0%
Kompally	8	2.0%	8.0%
Kothapet	7	1.8%	7.0%
Mehedipattnam	7	1.8%	7.0%
Secunderabad	16	4.1%	16.0%
Amberpet	5	1.3%	5.0%
Basheer_Bagh	5	1.3%	5.0%
Charminar	11	2.8%	11.0%
Dilsukhnagar	7	1.8%	7.0%
Falaknuma	4	1.0%	4.0%
Lakdi_Ka_Pul	6	1.5%	6.0%
Marredpally	8	2.0%	8.0%
Nalakunta	6	1.5%	6.0%
Nizampet	8	2.0%	8.0%
Punjagutta	8	2.0%	8.0%
Uppal	11	2.8%	11.0%
Total	395	100.0%	395.0%

Source: Data has been collected from the market survey carried during 2019-2021

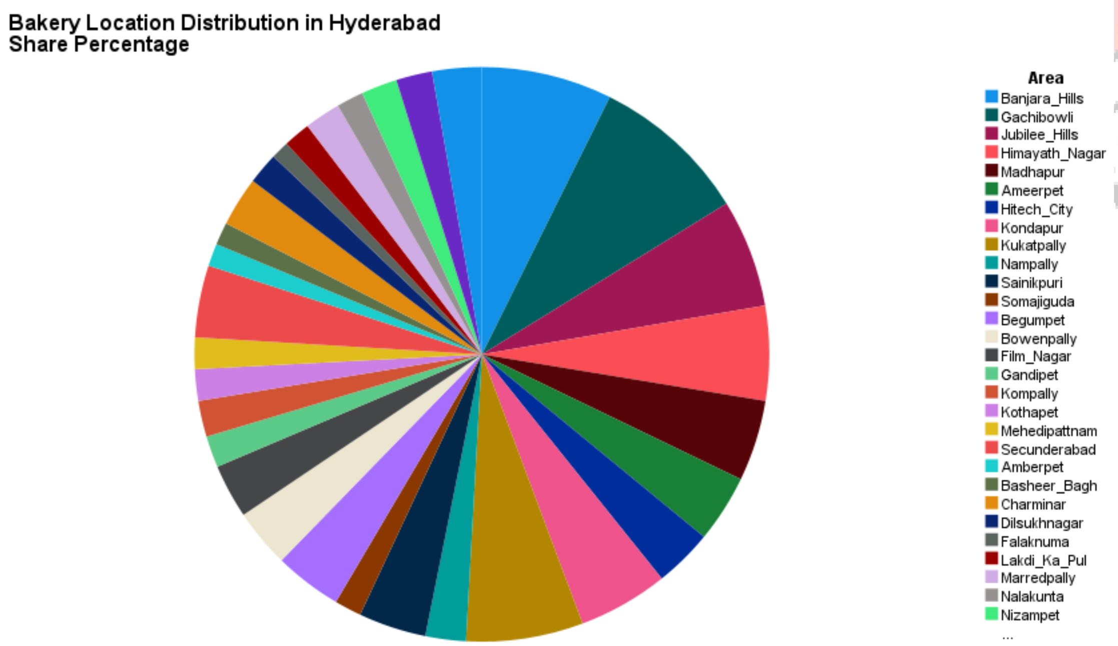
The same is represented in the bar graph and pie chart below.

Figure 5- Represents the bakery location distribution in Hyderabad conducted during 2019-2021



Source: Data has been collected from the market survey carried during 2019-2021

Figure 6- Represents the bakery location distribution in Hyderabad conducted during 2019-2021



Source: Data has been collected from the market survey carried during 2019-2021

	New	Old
Mean	3.23	3.23
Median	2.8	2
Mode	0.018	1

Interpretation:

If branching is taken into picture, 8% of all the bakeries lie in Banjara hills,9% in Gachibowli, 6.6% in Kukatpally, 6.1% in jubilee hills and the rest is fairly distributed among the rest.

Inference:

If compared these to earlier graphs and pie charts from distribution of main branches, it can be seen that the data has lesser standard deviation which is also evident from the shift of the new median closer to the average.

3. Analysis of branches of bakeries of Hyderabad

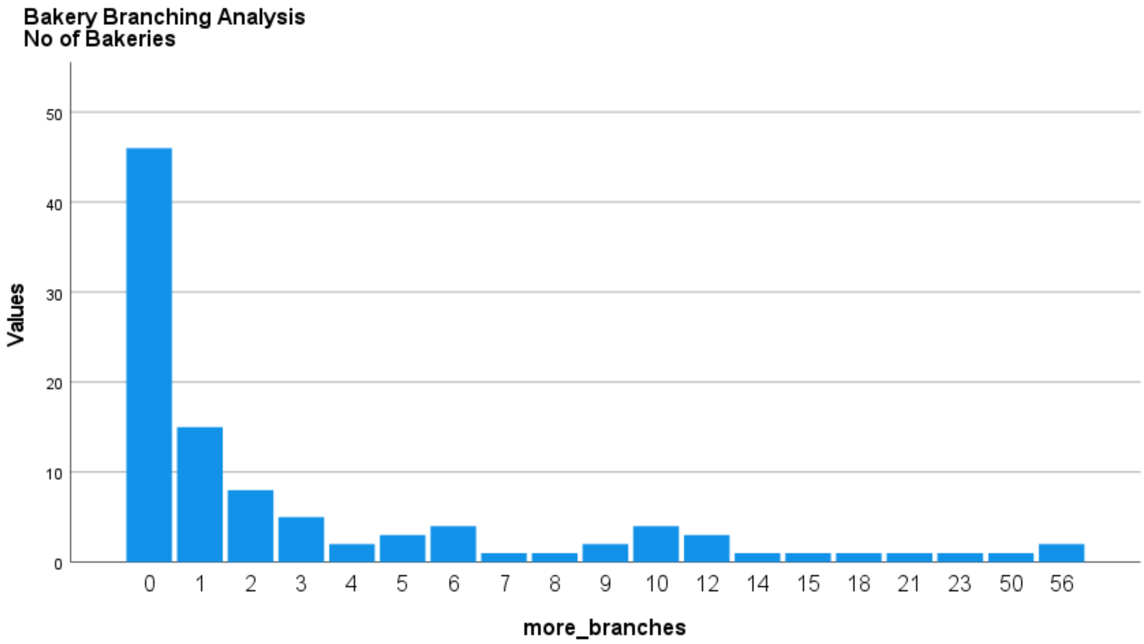
As discussed earlier about multiple branches businesses have, it was nearly 3 branches per a main bakery franchisee. Below is the data for the branching statistics with '0' representing the bakery has no branches.

Table 3- Represents the bakery branching in Hyderabad conducted during 2019-2021

Bakery Branching Analysis				
No. of Additional Branches	No of Bakeries	Percent	Valid Percent	Cumulative Percent
0	46	45.1	45.1	45.1
1	15	14.7	14.7	59.8
2	8	7.8	7.8	67.6
3	5	4.9	4.9	72.5
4	2	2.0	2.0	74.5
5	3	2.9	2.9	77.5
6	4	3.9	3.9	81.4
7	1	1.0	1.0	82.4
8	1	1.0	1.0	83.3
9	2	2.0	2.0	85.3
10	4	3.9	3.9	89.2
12	3	2.9	2.9	92.2
14	1	1.0	1.0	93.1
15	1	1.0	1.0	94.1
18	1	1.0	1.0	95.1
21	1	1.0	1.0	96.1
23	1	1.0	1.0	97.1
50	1	1.0	1.0	98.0
56	2	2.0	2.0	100.0
Total	102	100.0	100.0	

Source: Data has been collected from the market survey carried during 2019-2021

Figure 7- Represents the bakery branching analysis in Hyderabad conducted during 2019-2021



Source: Data has been collected from the market survey carried during 2019-2021

Interpretation:

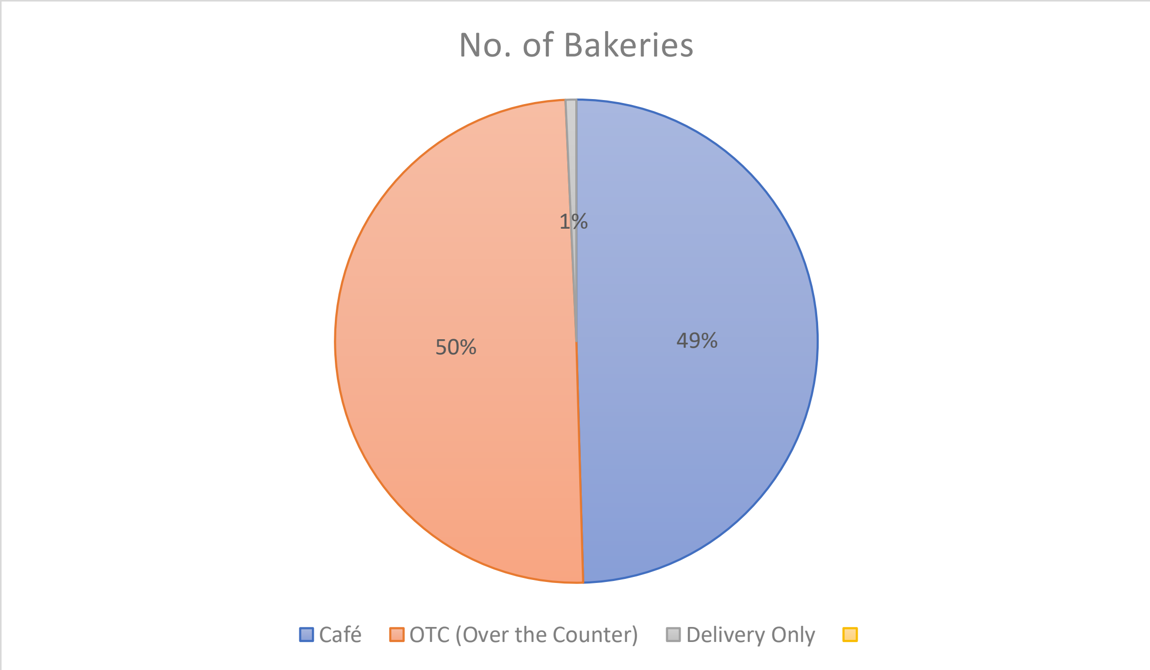
45% of the bakeries do not have any branches, and 15% have another branch in the city. 8% have two branches while 5% have three branches.

Inference:

From the data, there are 46 bakeries with no branches and 3 bakeries with more than 50 outlets in the city. On further look, the number of bakeries is higher for lesser number of branches.

4. Analysis of types of bakeries in Hyderabad

Figure 8- Represents the bakery type analysis in Hyderabad conducted during 2019-2021



Source: Data has been collected from the market survey carried during 2019-2021

Interpretation:

50% of the bakeries are Over the counter, 49% are cafes as well and only 1% are delivery only bakeries.

Inference:

In the beginning of this section, it can be seen number of bakeries in Hyderabad, which stands at around 920, but are all these bakeries the same? No. So, now go over the types of bakeries there are in Hyderabad from the data that was previously collected. As can be noted from Figure 8, the cafes and OTC (Over the Counter bakeries) have almost equal market share whereas, the delivery only places are only numbered in the comparison.

5. Analysis of cost for two at bakeries in Hyderabad

It is now time to visualize how each of these places' prices their products, more importantly how customers view their pricing. Note here, that a piece of bread priced same at two different bakeries, doesn't translate to the customer viewing the places as similarly priced. When customer reviews any pricing, he/she takes a lot of other factors in account.

The data for pricing can be seen in the Table 4 below, followed by the statistical analysis of the same in Table 5.

Table 4- Represents the cost for two in bakery in Hyderabad conducted during 2019-2021

cost for two	No. of Bakeries	Percent	Valid Percent	Cumulative Percent
110	1	1.0	1.0	1.0
150	7	6.9	6.9	7.8
200	8	7.8	7.8	15.7
250	6	5.9	5.9	21.6
300	12	11.8	11.8	33.3
350	6	5.9	5.9	39.2
400	18	17.6	17.6	56.9
450	3	2.9	2.9	59.8
500	12	11.8	11.8	71.6
550	1	1.0	1.0	72.5
600	6	5.9	5.9	78.4
650	3	2.9	2.9	81.4
700	5	4.9	4.9	86.3
750	1	1.0	1.0	87.3
800	5	4.9	4.9	92.2
1000	3	2.9	2.9	95.1
1200	2	2.0	2.0	97.1
1400	1	1.0	1.0	98.0
1600	1	1.0	1.0	99.0
2000	1	1.0	1.0	100.0
Total	102	100.0	100.0	

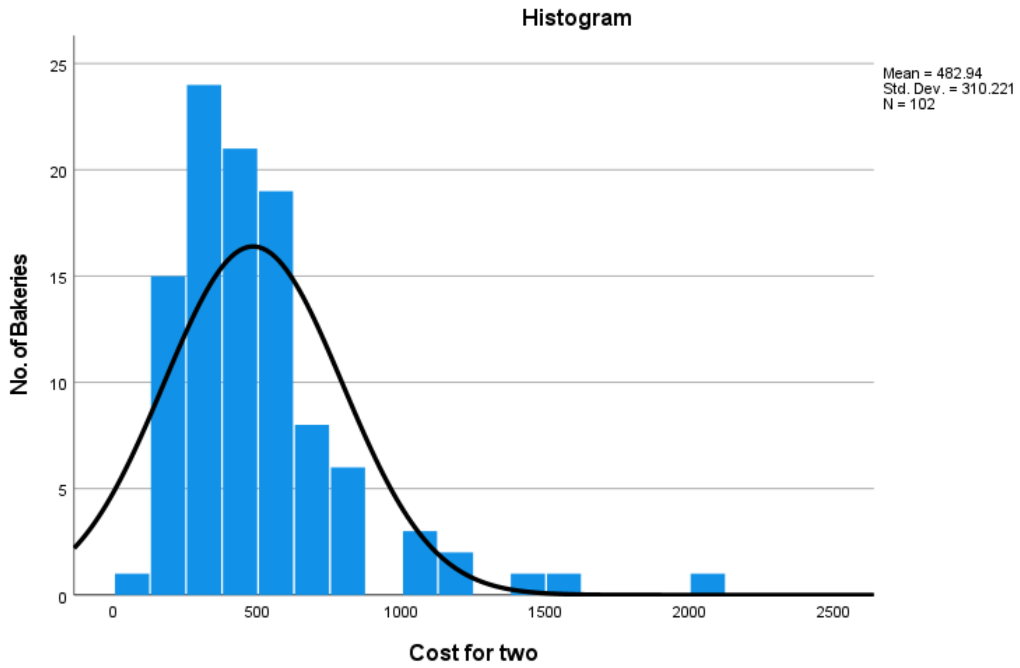
Source: Data has been collected from the market survey carried during 2019-2021

Table 5- Represents the cost for two in bakery in Hyderabad conducted during 2019-2021

		Cost for Two
N	Valid	102
	Missing	0
Mean		482.94
Median		400.00
Mode		400
Std. Deviation		310.221
Variance		96236.808
Skewness		2.164
Std. Error of Skewness		.239
Range		1890
Minimum		110
Maximum		2000

Source: Data has been collected from the market survey carried during 2019-2021

Figure 9- Represents the cost for two in bakery in Hyderabad conducted during 2019-2021



Source: Data has been collected from the market survey carried during 2019-2021

Interpretation:

At 17.6% of the bakeries, the cost for two is rupees 400 and 24% it is 300 and 500 dividedly equally.

Inference:

It can be observed that most of the bakeries are priced at 400, which is right around the average price of Rupees 482. However, note the high range of the data, there are bakeries priced at 110 for two and on the contrary, some charging 2000 for two.

It can be seen the same results presented in the histogram in Figure 9. There are a very few bakeries in the high price range and most of them exist in pocket friendly categories. However, a couple of bakeries in mid-high range priced around rupees 1000 for two.

6. Analysis of type of baked goods sold at bakeries in Hyderabad

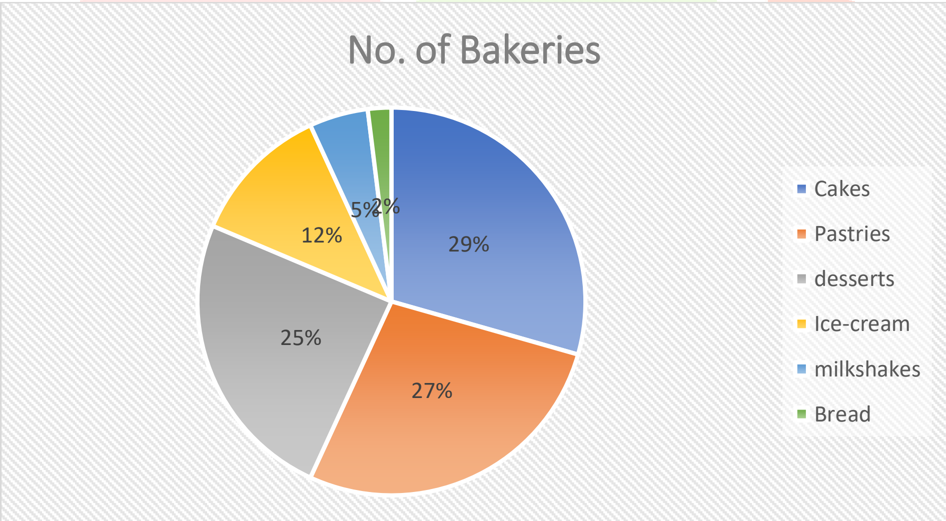
For the sake of simplification, the products have been classified and sold into a few broad categories – Bread, Cakes, Pastries, Ice-cream, Milkshakes, Desserts. Bread and Cakes are categories for places selling the same respectively as their major product. Pastries is an interesting section and has to do with the international culinary cuisine, where as "Desserts" refers to more ordinary items being served.

Table 6 - Represents the distribution of types of baked goods sold in Hyderabad conducted during 2019-2021

Distribution of types of baked goods sold				
	No. of Bakeries	Percent	Valid Percent	Cumulative Percent
Pastries	28	27.5	27.5	27.5
Cakes	30	29.4	29.4	56.9
Bread	2	2.0	2.0	58.8
Ice-cream	12	11.8	11.8	70.6
desserts	25	24.5	24.5	95.1
milkshakes	5	4.9	4.9	100.0
Total	102	100.0	100.0	

Source: Data has been collected from the market survey carried during 2019-2021

Figure 10- Represents the distribution of types of baked goods sold in Hyderabad conducted during 2019-2021



Source: Data has been collected from the market survey carried during 2019-2021

Interpretation:

29% of the bakeries sell cakes, 27% sell pastries, 25% sell desserts and 12% sell ice-creams. 5% sell milkshakes, while only 2% sell handmade breads.

Inference:

From these, it can be observed that there are almost equal number of major bakeries selling cakes, pastries and desserts. There are very few milkshake franchises and sole bread bakeries but there are a handful of ice-cream ones.

7. Analysis of ratings and user reviews of bakeries in Hyderabad

Moving on to the last part of the market research, how customers have reviewed each of these bakeries and importantly, how many customers have reviewed? It's important to assume, for part of our analysis, that the number of reviews each bakery has, gives a rough representation of its share in Hyderabad customers.

For this purpose, first look at the bakery ratings of the main branch of each bakery in Table 7 below.

Table 7 -Represents the bakery rating in Hyderabad conducted during 2019-2021

Bakery Rating				
Rating (out of 5)	No. of Bakeries	Percent	Valid Percent	Cumulative %
3.2	2	2.0	2.0	2.0
3.5	2	2.0	2.0	3.9
3.6	2	2.0	2.0	5.9
3.7	5	4.9	4.9	10.8
3.8	6	5.9	5.9	16.7
3.9	7	6.9	6.9	23.5
4.0	18	17.6	17.6	41.2
4.1	16	15.7	15.7	56.9
4.2	7	6.9	6.9	63.7
4.3	10	9.8	9.8	73.5
4.4	10	9.8	9.8	83.3
4.5	4	3.9	3.9	87.3
4.6	7	6.9	6.9	94.1
4.7	1	1.0	1.0	95.1
4.9	5	4.9	4.9	100.0
Total	102	100.0	100.0	

Source: Data has been collected from the market survey carried during 2019-2021

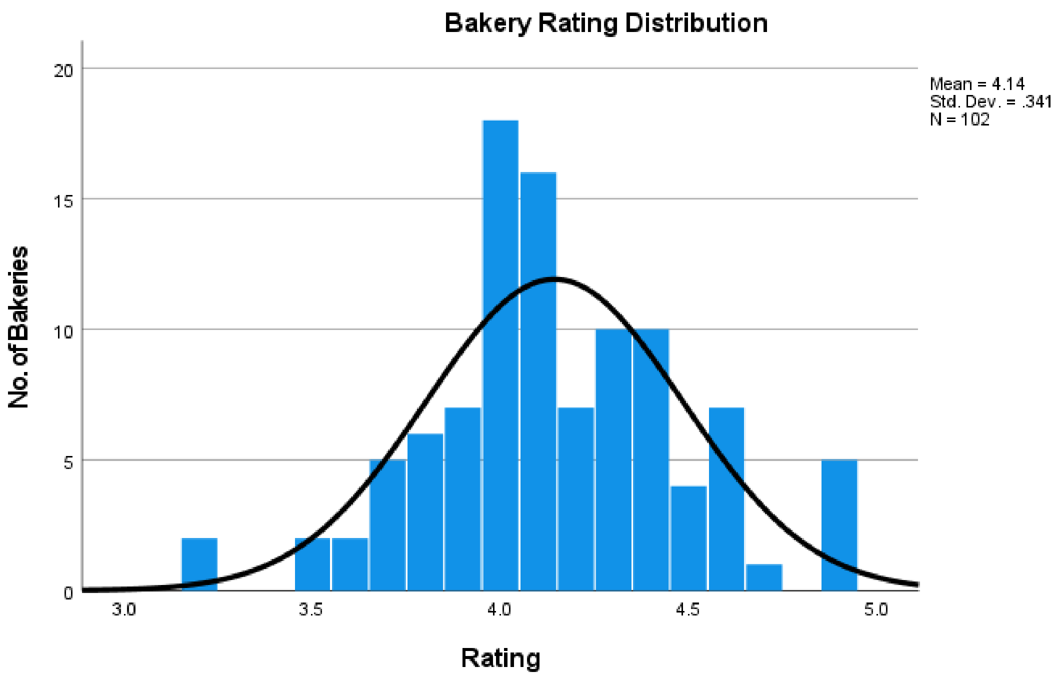
The statistical analysis for this data is displayed in table.

Table 8- Represents the bakery rating in Hyderabad conducted during 2019-2021

Statistics		
Rating		
N	Valid	102
	Missing	0
Mean		4.143
Median		4.100
Mode		4.0
Std. Deviation		.3414
Variance		.117
Skewness		.009
Std. Error of Skewness		.239
Range		1.7
Minimum		3.2
Maximum		4.9

Source: Data has been collected from the market survey carried during 2019-2021

Figure 11- Represents the bakery rating distribution in Hyderabad conducted during 2019-2021



Source: Data has been collected from the market survey carried during 2019-2021

Interpretation:

Only 5% bakeries are rated 4.9 or above, 12% are rated above 4.4 but below 4.9. 20% bakeries are rated between 4.3 and 4.4. While 36% are bakeries are in range 4 to 4.1.

Inference:

From table 7 it can be observed that the average rating of the main branches of bakeries is more than 4. This implies that most of the customers have highly rated them. Also, note that most of the bakeries are 4 rated, which is a very good rating on a scale of 5.

Now looking at the histogram of the same data to see the rating spread of bakeries in Hyderabad. From the figure 12, the graph peak at rating 4 is quite evident, which further corroborates our understanding of the ratings in Hyderabad.

In the above as assumed that all branches of the bakeries are rated the same, which is not necessarily true. However, the rating of each bakery branch is not very different from others and hence, our assumption above is fair.

Leverage Your Competition

In the previous section, a detailed market survey can be seen. Now see how this market survey can be used to leverage the competition to own benefit.

1. Identifying Customer Problems and Needs

One should ask their customer open-ended inquiries to know what the customer is expecting from business and what change need to be done to enhance the product. One's product will naturally begin to sell more the minute they fill the void that their rivals are deficient of. The more one starts finding and gathering customer problems, the better the chances to improve products.

2. Have a Specialty

To minimize the existing competition in a market it is very important to enter market with one's own specialty. This can help the business in customer acquisition and leads the sale of other products similarly which is further going to make profit for business. Specialization consistently prompts an adaptable and effective business. A specialty advertise is dependable, and the possibilities are simpler to target.

3. Right Estimation

Each market is isolated into three fragments – the lower, center and high society. The initial step is to distinguish the class you are focusing on. When you find a solution to that, it will be a lot simpler to set a value that your crowds would pay.

4. Development and Innovation

Change is only constant thing in this fast-moving world. Continuously recall that your rivals are normally developing, and new participants are upsetting the commercial center. Your business ought to enhance frequently and in a way that the challenge discovers hard to pursue.

5. Improving Customer Support

Individuals love organizations that give remarkable client assistance. Staff ought to welcome clients with a satisfying grin and should show appreciation. It is basic to help the solidarity of your staff and contract cooperative individuals. Make sure to reward the cooperative individuals, as representatives need steady inspiration to beat others. Offering personalized service is the key to quality customer service, where customers feel they are being valued and are looked after.

6. Social Media

By joining one’s rivals’ social systems, communicating with them, and remarking on their updates one won't just build up a relationship legitimately with them, but also gain introduction to their group of spectators.

7. **Joint Ventures**

Instead of considering others as contenders, consider them partners. In the online world the pieces of the overall industry are tremendous and there's sufficient space for everybody. So as opposed to battling one another, why not unite and make joint endeavors? For instance, you could make a workshop together, where you circulate one issue, and your partner covers another.

Customer Survey

Research and Analysis

For this part of the research, the data has been collected in the form of a questionnaire using convenience sampling method, i.e., sourcing data from people most accessible to the researcher. No doubt, this is a cheap, easy and effective way to gather information, but it comes with its drawback. The data does not necessarily guarantee a true generalized representation of the entire population. So, to overcome the same and yet avail the benefits of convenience sampling method, I got my accessible contacts to have the questionnaire filled by their friends, family and acquaintances. This not only increased the sample size but also imparted a lot of randomizations to the data, thereby bringing it closer to the larger population.

The questionnaire is composed of 25 questions ranging from trivial personal details, such as gender, salary, occupation to more wider questions such as dietary preferences, factors luring them to bakeries, etc. Since, the questionnaire is so large, I have divided it into sub-categories for ease of analysis based on what purpose the question is meant to serve.

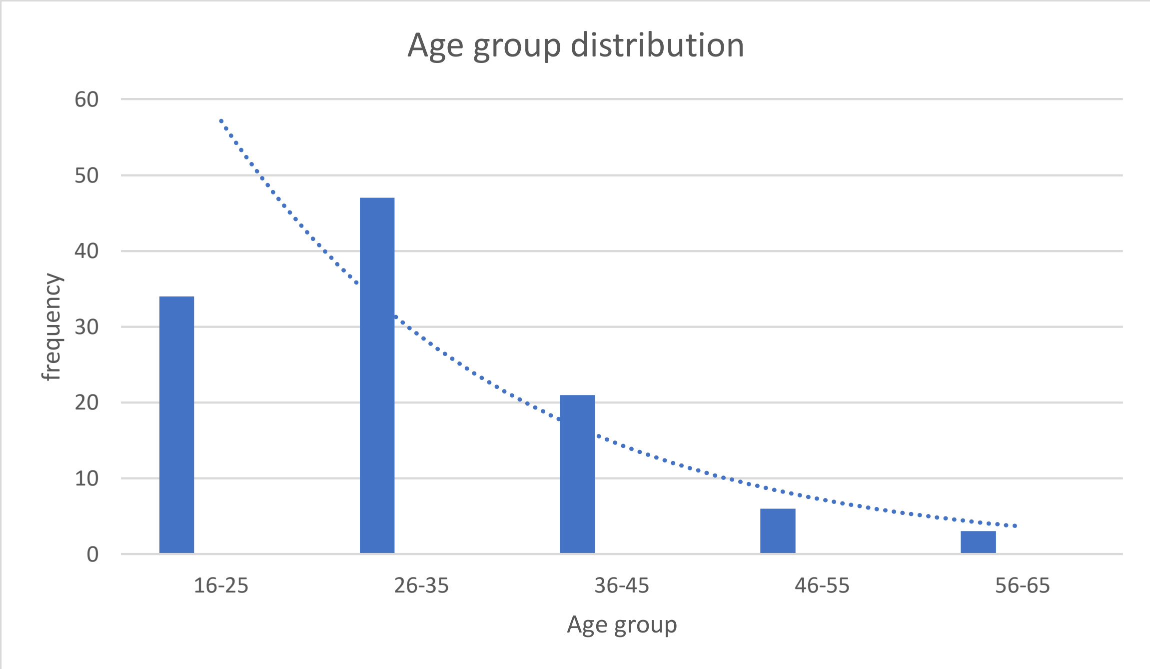
1. Analysis of age group of consumers

Table 9 – Represents the age of respondents for the study carried during 2019-2021

Age Group	Frequency	Percent	Valid Percent	Cumulative Percent
16-25	34	30.6	30.6	30.6
26-35	47	42.3	42.3	73.0
36-45	21	18.9	18.9	91.9
46-55	6	5.4	5.4	97.3
56-65	3	2.7	2.7	100.0
Total	111	100.0	100.0	

Source: Data has been collected from the consumer survey carried during 2019-2021

Figure 12- Represents the age group distribution for the study carried during 2019-2021



Source: Data has been collected from the consumer survey carried during 2019-2021

Interpretation:

From Table 8 and Figure 14, most of the bakery goers belong to the age group 26-35, followed by 16-25 at 30%. The elderly forms the least of this at only 2.7%.

Inference:

Majority of the consumers are young and are of the age between 26 years to 35 years old.

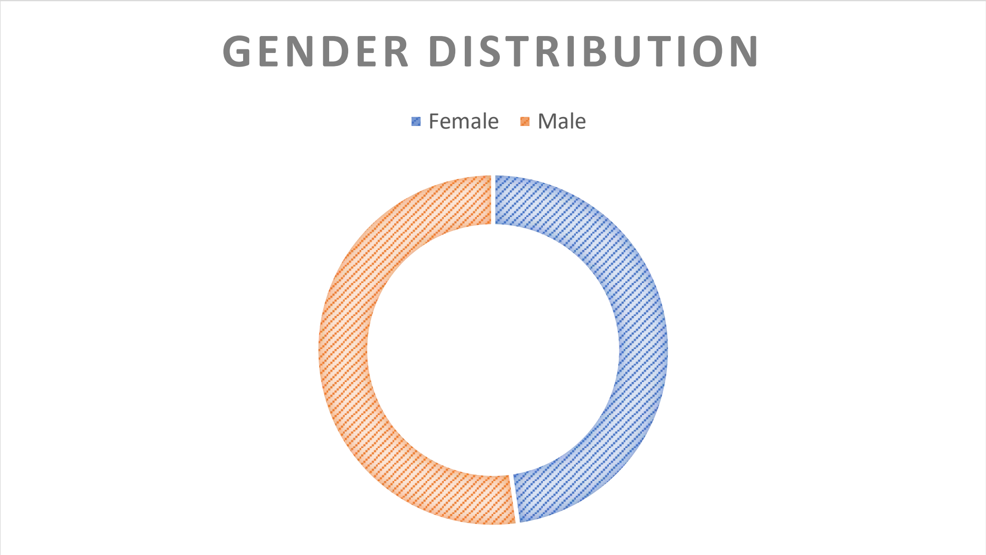
2. Analysis of gender of consumers

Table 10- Represents the gender distribution for the study carried during 2019-2021

Gender	Frequency	Percent	Valid Percent	Cumulative Percent
Female	53	47.7	47.7	47.7
Male	58	52.3	52.3	100.0
Total	111	100.0	100.0	

Source: Data has been collected from the consumer survey carried during 2019-2021

Figure 15- Represents the gender distribution for the study carried during 2019-2021



Source: Data has been collected from the consumer survey carried during 2019-2021

Interpretation:

Of the total sample, 47.7% are women while the rest of the population is male, which can be seen in Table 9 and the chart in figure 16.

Inference:

The consumer population is dominated by male population but the variation is not a lot and the males are only very slightly larger in number as compared to the female population.

3. Analysis of occupation of consumers

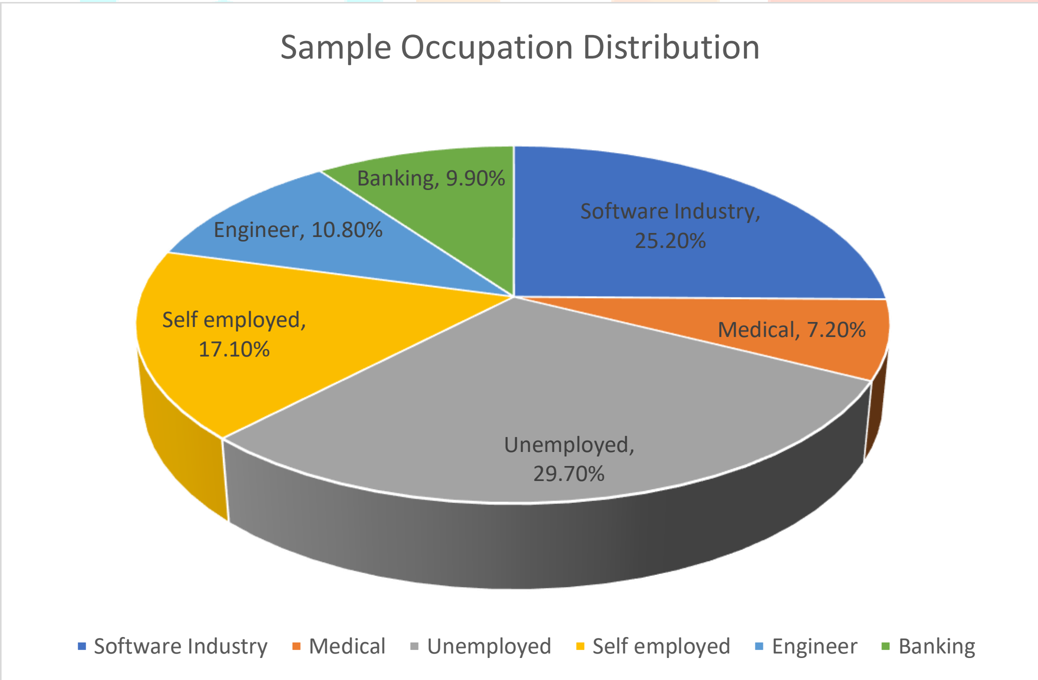
The sample size is very varied in terms of occupation. For the ease of analysis, I included only the occupation sectors that reflect true population of Hyderabad bakery goers.

Table 11- Represents the occupation for the study carried during 2019-2021

Occupation	Frequency	Percent	Valid Percent	Cumulative Percent
Software Industry	28	25.2	25.2	25.2
Medical	8	7.2	7.2	32.4
Unemployed	33	29.7	29.7	62.2
Self employed	19	17.1	17.1	79.3
Engineer	12	10.8	10.8	90.1
Banking	11	9.9	9.9	100.0
Total	111	100.0	100.0	

Source: Data has been collected from the consumer survey carried during 2019-2021

Figure 16- Represents the sample occupation distribution for the study carried during 2019-2021



Source: Data has been collected from the consumer survey carried during 2019-2021

Interpretation:

29.9% of the respondents are unemployed, while 25.2% respondents are working in software industry. 17.1% are self-employed, 10.80% are engineers and only 9.9% work in banking sectors and 7.2% in the medical departments.

Inference:

Out of the total respondents, the majority is unemployed, almost a third of the sample size. This falls in line with a lot of colleges and universities in Hyderabad and hence, it can be safely assumed that this unemployed sector is comprised of students and fresh graduates. The next major occupation of the bakery customers is software industry which is 25.20% and this as well inclines with the fact that Hyderabad is India's growing technology center and there are a already a lot of software companies such as Microsoft, Amazon, Google, Apple, etc. 17.10% of the respondents are self-employed, 10.80% are engineers, while 9.90% work in banking sector and 7.20% in medical services.

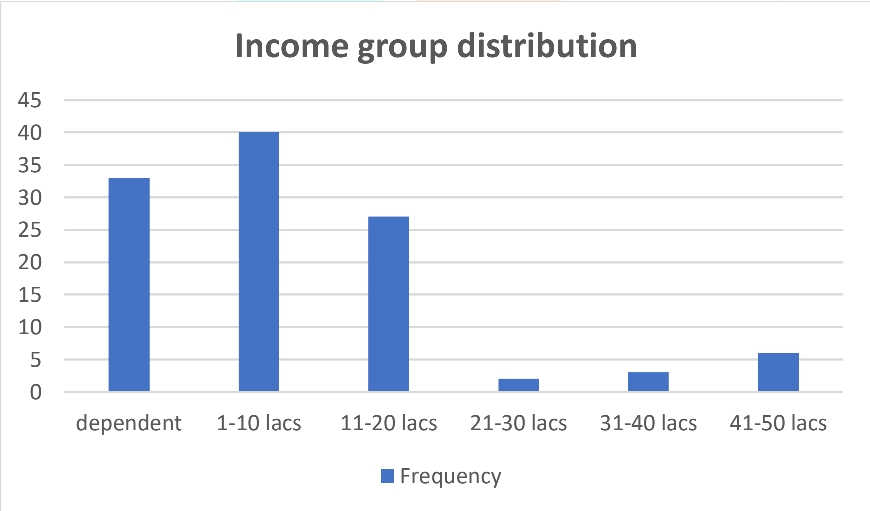
4. Analysis of income group of consumers

Table 12- Represents the income distribution of respondents for the study carried during 2019-2021

Income group distribution				
	Frequency	Percent	Valid Percent	Cumulative Percent
dependent	33	29.7	29.7	29.7
1-10 lacs	40	36.0	36.0	65.8
11-20 lacs	27	24.3	24.3	90.1
21-30 lacs	2	1.8	1.8	91.9
31-40 lacs	3	2.7	2.7	94.6
41-50 lacs	6	5.4	5.4	100.0
Total	111	100.0	100.0	

Source: Data has been collected from the consumer survey carried during 2019-2021

Figure 17- Represents the Income distribution for the study carried during 2019-2021



Source: Data has been collected from the consumer survey carried during 2019-2021

Interpretation:

36% earn less than 10 lakhs, while 29.7% are dependent on others. 24.3% of the respondents earn between 11 to 20 lakhs. Only 5.4% earn in the range of 41 to 50 lakhs.

Inference:

Of the total respondents, salary range of most lies between 1-10 lakhs. The second highest are the ones dependent on their families. Similarly, 24.3% of respondents have salary ranging from 11 to 20 lakhs. There are very less people with income in range 20-40 lakhs with 1.8% people earning 21-30 lacs and 2.7% earning 31-40%. However, there are 5.4% who earn more than 40 lakhs.

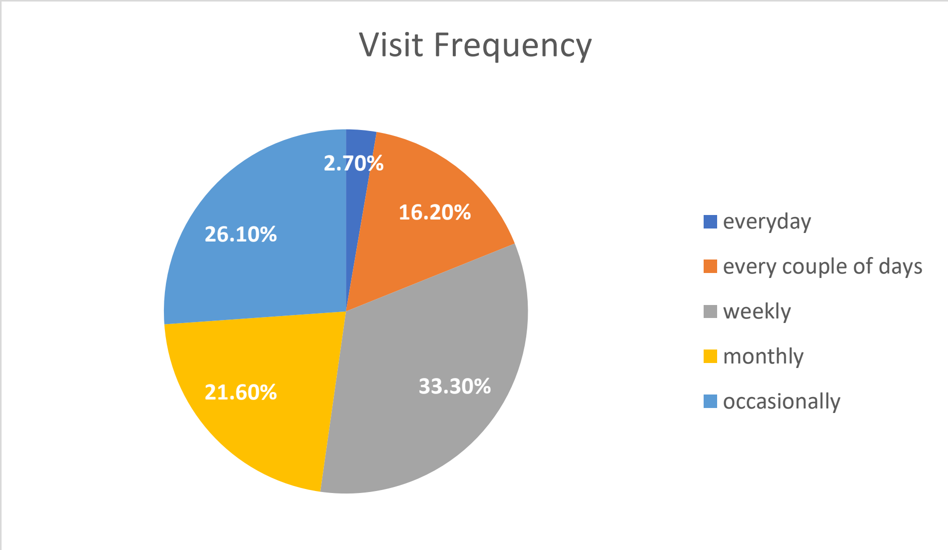
5. Analysis of visit frequency of consumers

Table 13- Represents the visit frequency of respondents for the study carried during 2019-2021

Visit frequency				
	Frequency	Percent	Valid Percent	Cumulative %
everyday	3	2.7	2.7	2.7
every couple of days	18	16.2	16.2	18.9
weekly	37	33.3	33.3	52.3
monthly	24	21.6	21.6	73.9
occasionally	29	26.1	26.1	100.0
Total	111	100.0	100.0	

Source: Data has been collected from the consumer survey carried during 2019-2021

Figure 18- Represents the visit frequency for the study carried during 2019-2021



Source: Data has been collected from the consumer survey carried during 2019-2021

Interpretation:

33% of the respondents visit bakeries weekly, 26.1% visit every day and 21.6% visit monthly. Only 16.2% visit every couple of days and 2.7% visit occasionally.

Inference:

The table above shows that majority of the respondents prefer to visit bakeries on a weekly basis. A 33% of the sample prefers going weekly while, around 26% of respondents visit only occasionally. 21.6% of total respondents visit monthly. There are a very few respondents (2.70%) who visit every day and 16.2% of respondents visit every couple of days.

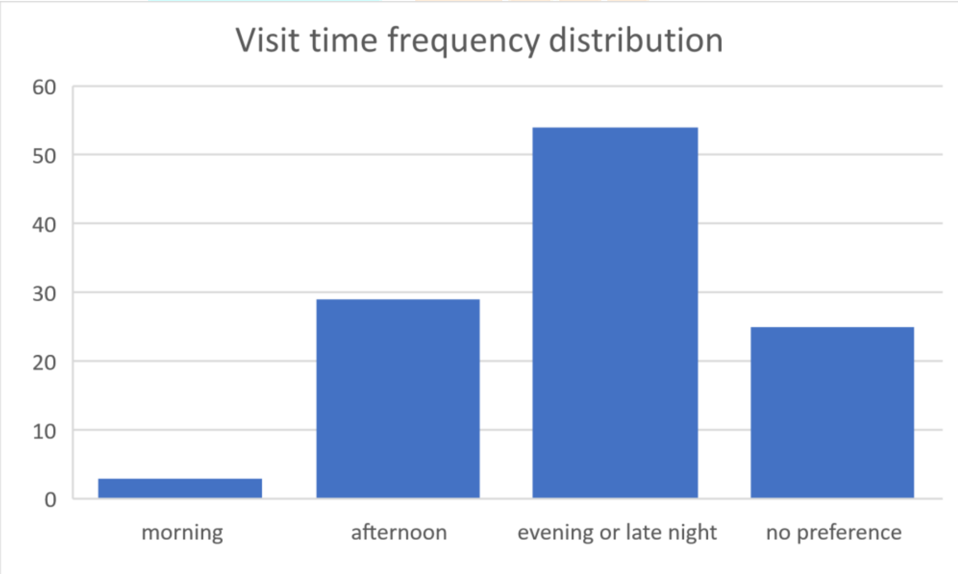
6. Analysis of visiting time of consumers

Table 14- Represents the visiting time frequency distribution for the study carried during 2019-2021

Visiting time				
	Frequency	Percent	Valid Percent	Cumulative Percent
morning	3	2.7	2.7	2.7
afternoon	29	26.1	26.1	28.8
evening or late night	54	48.6	48.6	77.5
no preference	25	22.5	22.5	100.0
Total	111	100.0	100.0	

Source: Data has been collected from the consumer survey carried during 2019-2021

Figure 19- Represents the visiting time frequency distribution for the study carried during 2019-2021



Source: Data has been collected from the consumer survey carried during 2019-2021

Interpretation:

48.6% of the respondents visit during evening or late night, 26.1% visit in the afternoon, while 22.5% have no preference time for visiting.

Inference:

The bar graph displays the preference of visiting times of respondents. In the bar graph, most of the respondents like visiting café in evening or late night. On the other hand, almost equal number of respondents, around 23-27%, who like to visit in afternoon and those who don't have any preference. The percentage of respondents visiting in morning is very less at 3%.

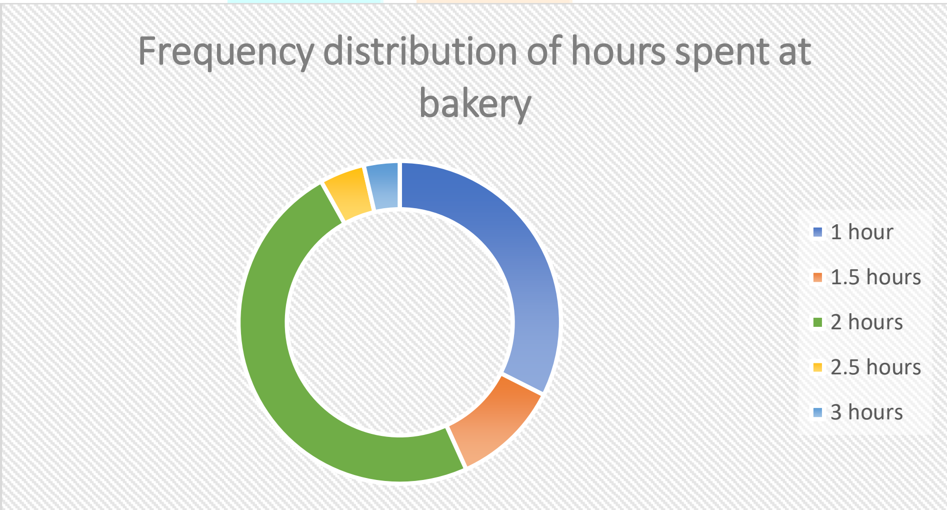
7. Analysis of time spent at bakery by consumers

Table 15- Represents the Frequency distribution of hours spent at bakery *for the study carried during 2019-2021*

Time spent at bakery	Frequency	Percent	Valid Percent	Cumulative Percent
1 hour	36	32.4	32.4	32.4
1.5 hours	12	10.8	10.8	43.2
2 hours	54	48.6	48.6	91.9
2.5 hours	5	4.5	4.5	96.4
3 hours	4	3.6	3.6	100.0
Total	111	100.0	100.0	

Source: Data has been collected from the consumer survey carried during 2019-2021

Figure 20- Represents the Frequency distribution of hours spent at bakery for the study carried during 2019-2021



Source: Data has been collected from the consumer survey carried during 2019-2021

Interpretation:

48.6% spend 2 hours,32.4% spend only 1 hour and 10.8% spend 1.5 hours at any bakery. Only 3.6% spend up to 3 hours.

Inference:

The table above shows that nearly half of the total sample size spends 2 hours at bakery café. Similarly, around a third of respondents generally spend only an hour. There are 10% who spend 1.5 hours at any café, while only nearly 5% of respondents stay in the café for more than 2 hours. Also, very few respondents, were most likely to stay for longer durations of up to 3 hours.

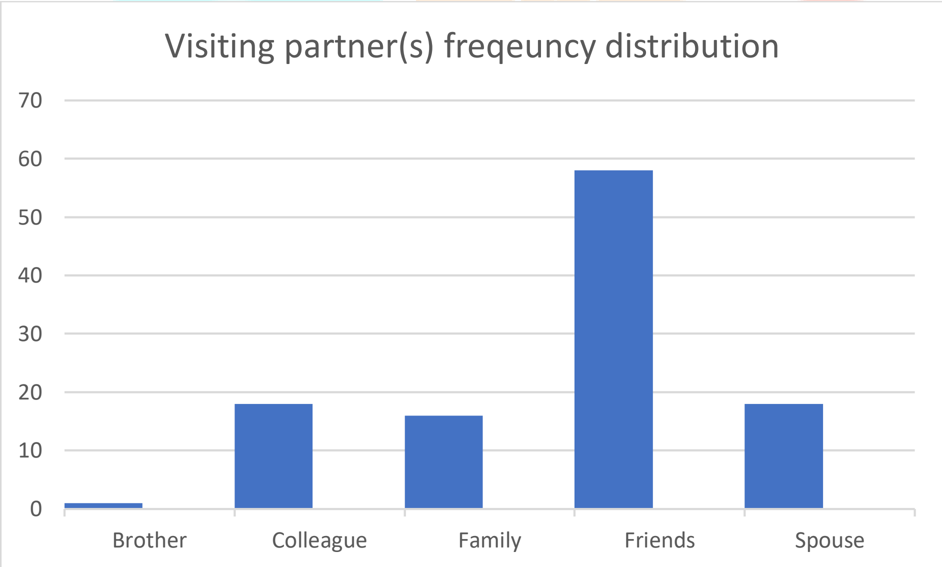
6. Analysis of visiting partners of consumers

Table 16- Represents the visiting partners frequency distribution for the study carried during 2019-2021

Visiting partner	Frequency	Percent	Valid Percent	Cumulative Percent
Brother	1	.9	.9	.9
Colleague	18	16.2	16.2	17.1
Family	16	14.4	14.4	31.5
Friends	58	52.3	52.3	83.8
Spouse	18	16.2	16.2	100.0
Total	111	100.0	100.0	

Source: Data has been collected from the consumer survey carried during 2019-2021

Figure 21- Represents the visiting partners frequency distribution for the study carried during 2019-2021



Source: Data has been collected from the consumer survey carried during 2019-2021

Interpretation:

52% of the population visits bakeries with their friends. 16.2% visit with their life partners and their colleagues each. 15% visit with family members.

Inference:

From the table and chart above, it can be observed that most of the respondents like visiting bakeries with their friends. A sixth of the respondents like visiting with their spouse and another sixth with their colleagues. A little over 15% like visiting bakeries with their family or family members.

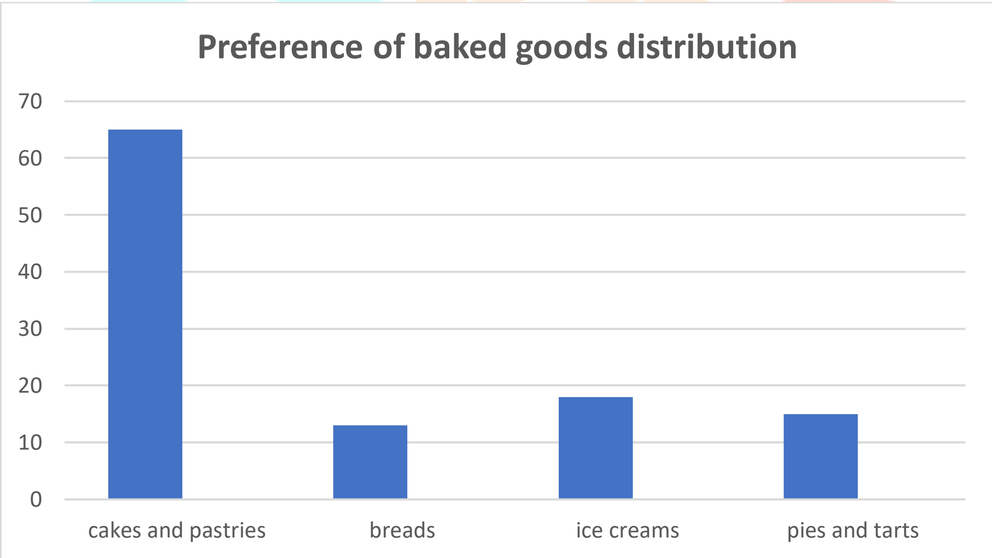
7. Analysis of baked goods preference of consumers

Table 17-Represents the preference of baked goods distribution for the study carried during 2019-2021

Preference of baked goods	Frequency	Percent	Valid Percent	Cumulative Percent
cakes and pastries	65	58.6	58.6	58.6
breads	13	11.7	11.7	70.3
ice creams	18	16.2	16.2	86.5
pies and tarts	15	13.5	13.5	100.0
Total	111	100.0	100.0	

Source: Data has been collected from the consumer survey carried during 2019-2021

Figure 22- Represents the preference of baked goods distribution for the study carried during 2019-2021



Source: Data has been collected from the consumer survey carried during 2019-2021

Interpretation:

58.6% of the respondents' preferred choice of food at a bakery is cakes and pastries. While 16.2% prefer ice-creams and 13.5% prefer pies and tarts.

Inference:

From the chart above that majority of the respondents, 65 of 111, prefer cakes and with ice-cream being preferred food for a sixth of the respondents, pies and tarts for a few and breads for only 13 of 111 respondents, a fifth of that of cakes and pastries.

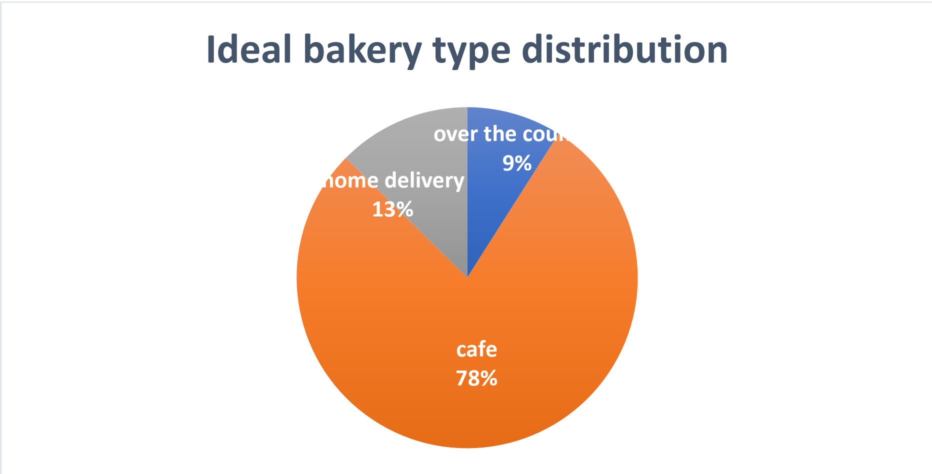
8. Analysis of ideal bakery type of consumers

Table 18- Represents the ideal bakery type distribution for the study carried during 2019-2021

Ideal bakery type				
	Frequency	Percent	Valid Percent	Cumulative Percent
over the counter	10	9.0	9.0	9.0
cafe	87	78.4	78.4	87.4
home delivery	14	12.6	12.6	100.0
Total	111	100.0	100.0	

Source: Data has been collected from the consumer survey carried during 2019-2021

Figure 23- Represents the ideal bakery type distribution for the study carried during 2019-2021



Source: Data has been collected from the consumer survey carried during 2019-2021

Interpretation:

78% of the total respondents' ideal bakery is café. 13% prefer home delivery only and only 9% of the respondents prefer OTC.

Inference:

The ideal bakery type of three-quarters of the total respondents is a café setting. The other two categories do not even make up a third of this with home delivery being the ideal type for only 13% of the respondents and over the counter being that of 9% of the respondents.

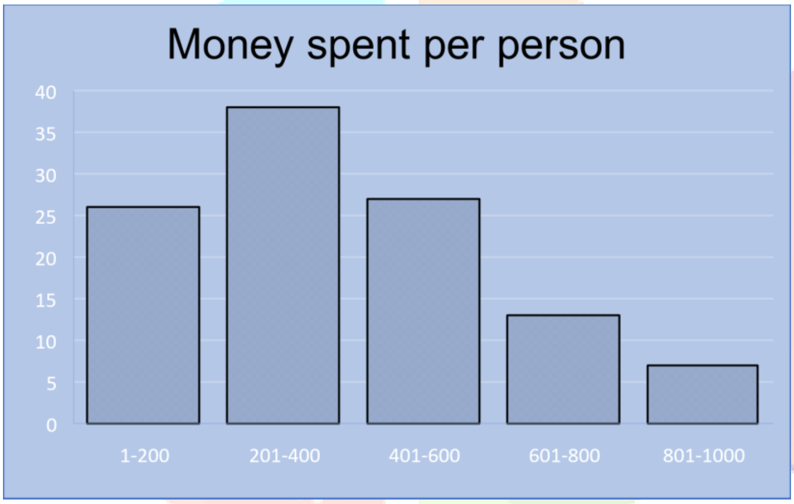
9. Analysis of money spent per person by consumers

Table 19- Represents the money spent per person for the study carried during 2019-2021

Money spent per person	Frequency	Percent	Valid Percent	Cumulative Percent
1-200	26	23.4	23.4	23.4
201-400	38	34.2	34.2	57.7
401-600	27	24.3	24.3	82.0
601-800	13	11.7	11.7	93.7
801-1000	7	6.3	6.3	100.0
Total	111	100.0	100.0	

Source: Data has been collected from the consumer survey carried during 2019-2021

Figure 13- Represents the money spent per person for the study carried during 2019-2021



Source: Data has been collected from the consumer survey carried during 2019-2021

Interpretation:

34.2% respondents spend between 201 to 400 rupees. 24.3% spend between 401 to 600 rupees. 23.4% respondents spend less than 200 rupees. 11.7% spend between 601 to 800 rupees and only 6.3% spend more than 800 respondents.

Inference:

Of the total respondents, more than a third, 34.2% spend between Rupees 201 to 400. While 24.3% spend Rs. 401-600 and 23.4% spend less than rupees 200. Those spending between rupees 601-800 are less than 12%, while those spending more than rupees 801 is only 6.3%.

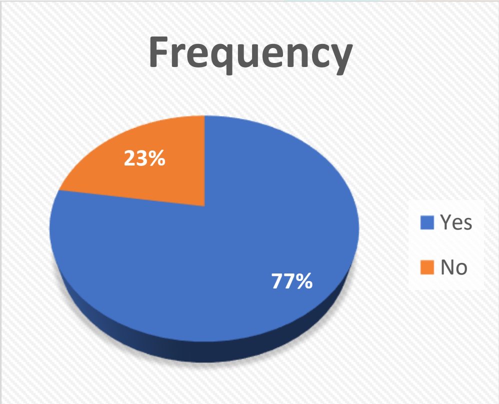
10. Analysis of impact of a new bakery on the visit frequency of consumers

Table 20- Represents the visit frequency for newly opened bakery for the study carried during 2019-2021

Impact of a new bakery on their visit frequency				
	Frequency	Percent	Valid Percent	Cumulative Percent
Yes	86	77.5	77.5	77.5
No	25	22.5	22.5	100.0
Total	111	100.0	100.0	

Source: Data has been collected from the consumer survey carried during 2019-2021

Figure 14- Represents the visit frequency for newly opened bakery for the study carried during 2019-2021



Source: Data has been collected from the consumer survey carried during 2019-2021

Interpretation:

77% respondents believe that their visiting frequency would be impacted because of opening of a new bakery while 23% believe in no impact.

Inference:

More than three-quarters of the respondents are positive that the opening of a new bakery in their proximity would impact their visiting frequencies. While only 23% do not think that this would have any impact on how often they go to a bakery.

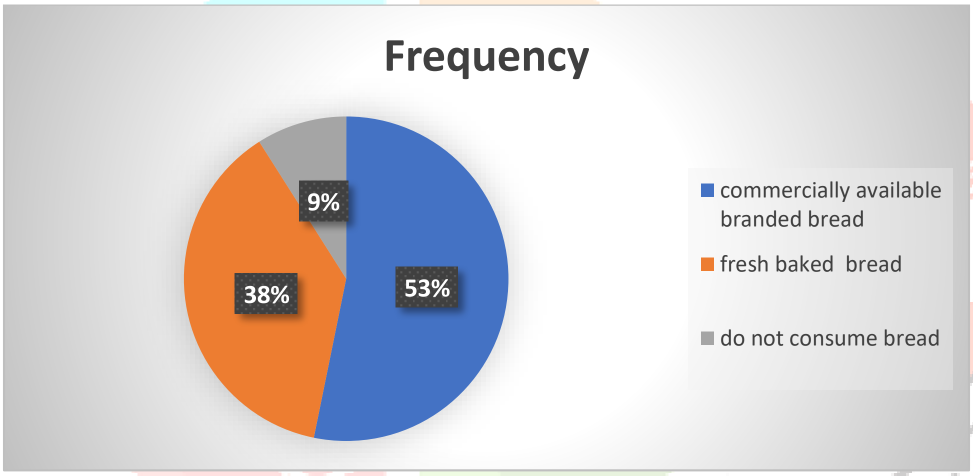
11. Analysis of the breads consumers usually buy

Table 21- Represents the bread buying preference for the study carried during 2019-2021

Bread buying preference	Frequency	Percent	Valid Percent	Cumulative Percent
commercially available branded bread	59	53.2	53.2	53.2
fresh baked unbranded bread	42	37.8	37.8	91.0
do not consume bread	10	9.0	9.0	100.0
Total	111	100.0	100.0	

Source: Data has been collected from the consumer survey carried during 2019-2021

Figure 22 - Represents the bread buying preference for the study carried during 2019-2021



Source: Data has been collected from the consumer survey carried during 2019-2021

Interpretation:

53% of respondents buy commercially available branded bread. 37% of respondents buy fresh baked unbranded bread and 9% do not consume bread.

Inference:

Over half of the respondents buy commercially available branded bread, such as Britannia, Spencer’s, etc. 38% of the respondents buy fresh baked bread from bakeries. While 9% of the respondents do not consumer bread at all.

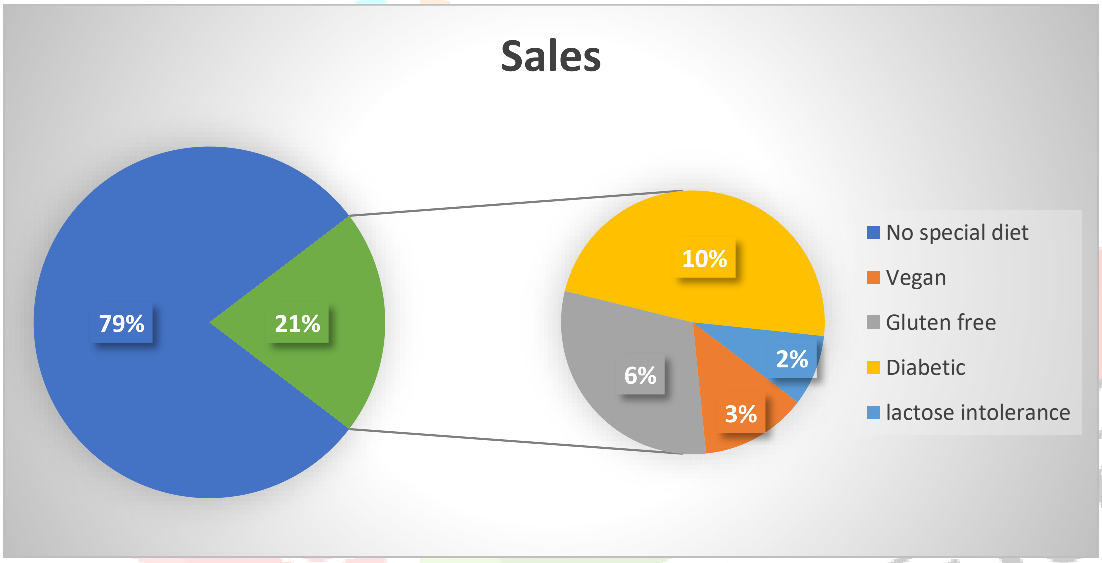
12. Analysis of the special diets consumers follow

Table 22- - Represents the special diet followed for the study carried during 2019-2021

Special diet followed	Frequency	Percent	Valid Percent	Cumulative %
Vegan	3	2.7	2.7	2.7
Gluten free	7	6.3	6.3	9.0
Diabetic	11	9.9	9.9	18.9
None	88	79.3	79.3	98.2
lactose intolerance	2	1.8	1.8	100.0
Total	111	100.0	100.0	

Source: Data has been collected from the consumer survey carried during 2019-2021

Figure - Represents the special diet followed for the study carried during 2019-2021



Source: Data has been collected from the consumer survey carried during 2019-2021

Interpretation:

79.3 % of the respondents do not follow any special diet. 9.9% follow a diabetic lifestyle. 6.3% eat gluten free food and 2.7% are vegan, while 1.8% are lactose intolerant.

Inference:

Of the total respondents, 79% do not follow any special diet. As can be seen in the pie of pie chart above, of the remaining 21%, a tenth of the respondents are Diabetic and 6% follow gluten free diet. There are 3% following vegan lifestyles and 2% are lactose intolerant.

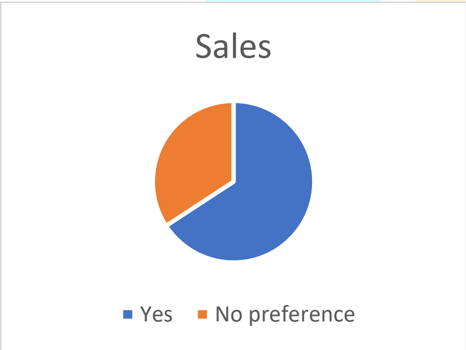
13. Analysis of consumer willingness to pay higher price for products made with organic ingredients

Table 23- Represents consumer's will for spending higher for organic products for the study carried during 2019-2021

Higher prices for Organic products					
		Frequency	Percent	Valid Percent	Cumulative Percent
	yes	73	65.8	65.8	65.8
	no preference	38	34.2	34.2	100.0
	Total	111	100.0	100.0	

Source: Data has been collected from the consumer survey carried during 2019-2021

Figure 15- Represents consumer's will for spending higher for organic products for the study carried during 2019-2021



Source: Data has been collected from the consumer survey carried during 2019-2021

Interpretation:

65.8% of the respondents are willing to pay higher price for products made with organic ingredients while 34.2% are not willing to do so.

Inference:

Nearly two thirds of the respondents are willing to pay higher prices for products made with organic ingredients. While only less than 35% do not have any preference of organic ingredients over non-organic materials and hence, will not be willing to pay higher prices for organic ingredients.

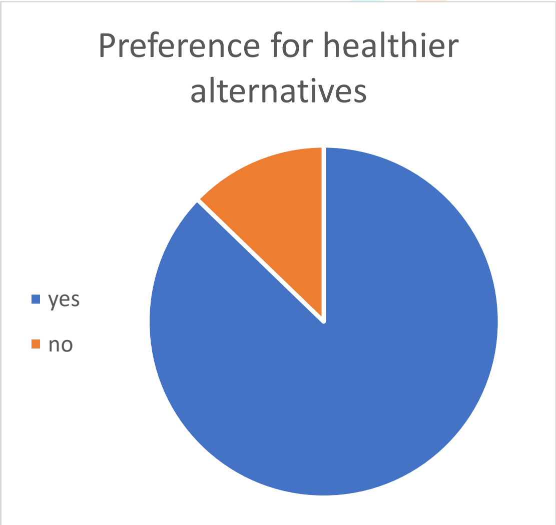
14. Analysis of consumer preference of healthier baked goods over sugary desserts

Table 24- Represents the preference for healthier alternatives for the study carried during 2019-2021

Preference for healthier alternatives				
	Frequency	Percent	Valid Percent	Cumulative Percent
yes	91	82.0	82.0	82.0
no	20	18.0	18.0	100.0
Total	111	100.0	100.0	

Source: Data has been collected from the consumer survey carried during 2019-2021

Figure 16- Represents the preference for healthier alternatives for the study carried during 2019-2021



Source: Data has been collected from the consumer survey carried during 2019-2021

Interpretation:

82% of the respondents prefer healthier baked goods over sugary desserts while 18% have no such preference.

Inference:

Here, the majority of the respondents, i.e., 82%, would prefer healthier alternatives offered at a bakery. While only 18% do not have any preference between healthy desserts and sugar rich pastries.

15. Analysis of additional products consumers like to be offered at a bakery

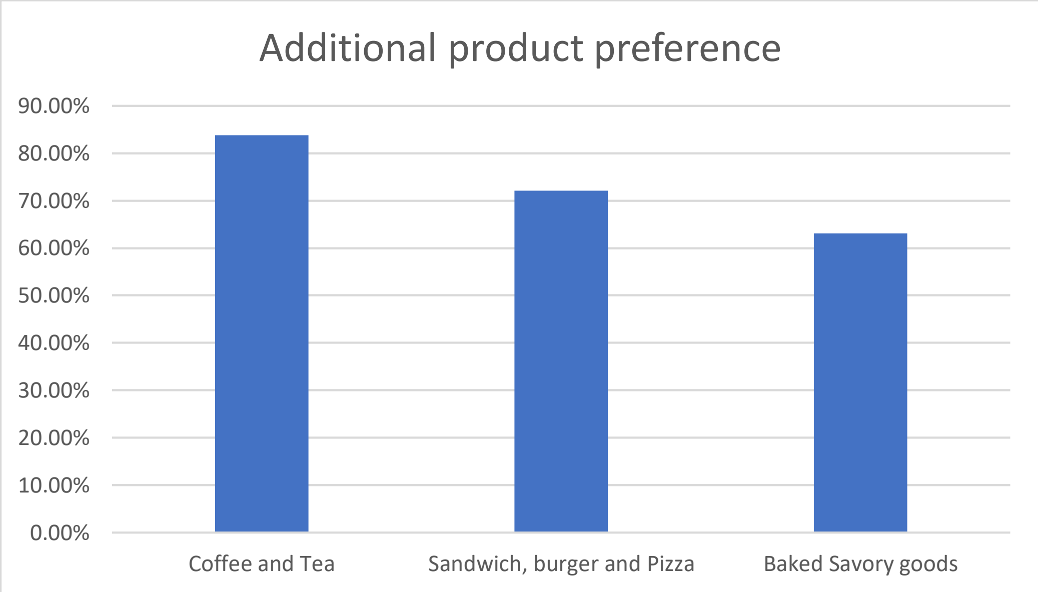
Table 25- Represents the additional product preference for the study carried during 19-21

Additional product preference				
		Responses		Percent of Cases
		N	Percent	
Other products[a]	Coffee and Tea	93	38.3%	83.8%
	Sandwich, burger and Pizza	80	32.9%	72.1%
	Baked Savory goods	70	28.8%	63.1%
Total		243	100.0%	218.9%

Source: Data has been collected from the consumer survey carried during 2019-2021

a. Dichotomy group tabulated at value 1.

Figure 17- Represents the additional product preference for the study carried during 19-21



Source: Data has been collected from the consumer survey carried during 2019-2021

Interpretation:

38.3% of the respondents would like to be offered coffee and tea at a bakery. 32.9% would like to be offered sandwich, burger and pizzas, while 28.8% would like to be offered other baked savory goods.

Inference:

In this multiple-choice question, over 80% of respondents would like to be offered coffee and tea as an additional product, while over 70% would like to be offered sandwiches, burger and pizza. 60% of respondents also chose baked savory goods as additional food preference.

16. Analysis of factors attracting consumers to bakeries

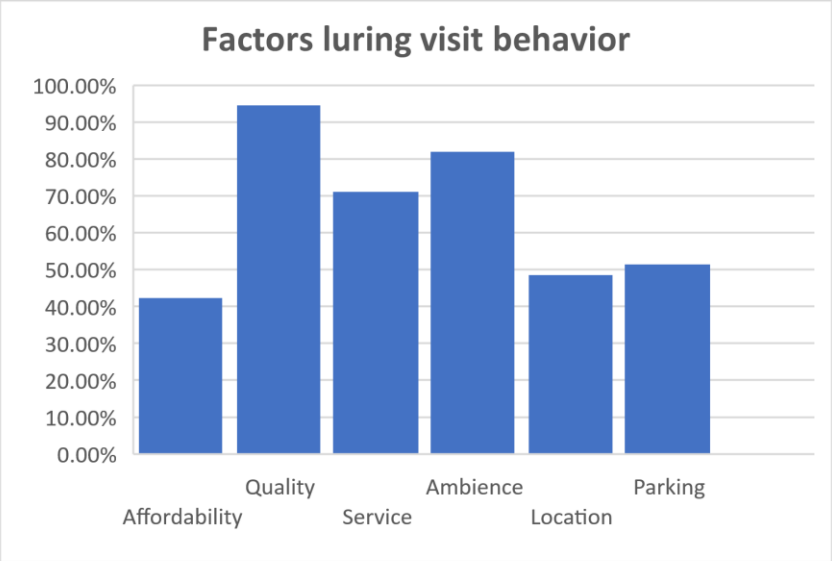
Table 26- Represents the important factors luring visit behavior for the study carried during 2019-2021

Factors luring visit behavior				
		Responses		Percent of Cases
		N	Percent	
affecting factors[a]	Affordability	47	10.9%	42.3%
	Quality	105	24.2%	94.6%
	Service	79	18.2%	71.2%
	Ambience	91	21.0%	82.0%
	Location	54	12.5%	48.6%
	Parking	57	13.2%	51.4%
Total		433	100.0%	390.1%

Source: Data has been collected from the consumer survey carried during 2019-2021

a. Dichotomy group tabulated at value 1.

Figure 18- Represents the important factors luring visit behavior for the study carried during 2019-2021



Source: Data has been collected from the consumer survey carried during 2019-2021

Interpretation:

94% of respondents believe that quality of food always matters. 82% of the respondents prefers going to café with better ambience. 71% of the respondents want better service at the bakeries. 51.4% of the respondents look for the better parking space, 48.2% of respondents for better location and only 42% for the affordability.

Inference:

From the column chart and table above, the quality of food offered is the most likely factor that would lure potential customers to the bakery. 90% of the respondents chose this option. This is followed closely by ambience with over 80% respondents choosing this one. Next, 70% of respondents believe that the service offered by the bakery would be a qualifying factor luring them to bakeries. About a half of population also chose parking and location. The least chosen category was affordability at a little over 40%.

17. Analysis of consumer preference of must be available products at any bakery

Table 27- Represents the must available products for the study carried during 2019-2021

Must available products				
		Responses		Percent of Cases
		N	Percent	
Must have goods[a]	Cakes and Pastries	89	28.2%	80.2%
	Pies and tarts	88	27.8%	79.3%
	Freshly Baked Bread	70	22.2%	63.1%
	Cookies	69	21.8%	62.2%
Total		316	100.0%	284.7%

Source: Data has been collected from the consumer survey carried during 2019-2021

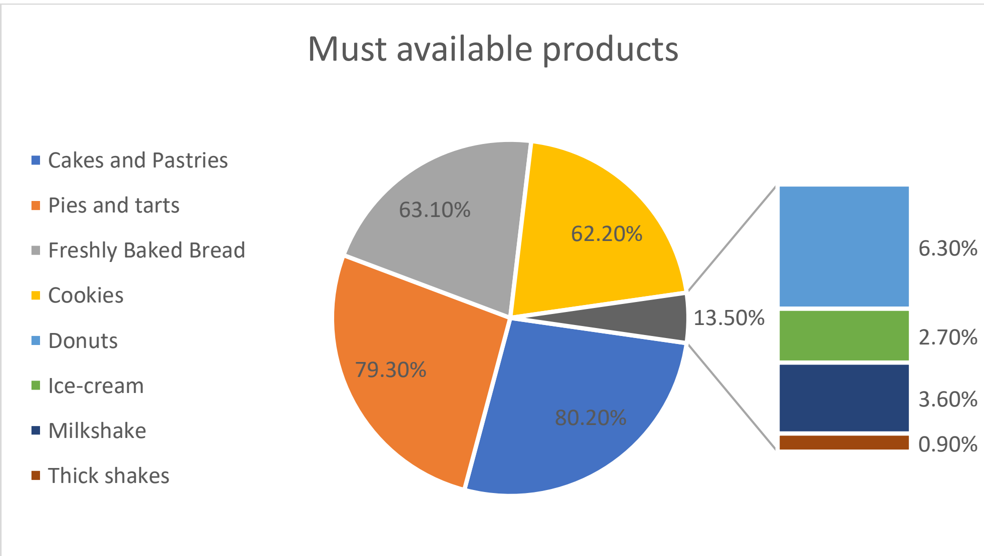
a. Dichotomy group tabulated at value 1.

Table 28 - Represents the must available products for the study carried during 2019-2021

OTHER Must available products				
	Frequency	Percent	Valid Percent	Cumulative Percent
	96	86.5	86.5	86.5
Donuts	7	6.3	6.3	92.8
Ice-cream	3	2.7	2.7	95.5
Milkshake	4	3.6	3.6	99.1
Thick shakes	1	.9	.9	100.0
Total	111	100.0	100.0	

Source: Data has been collected from the consumer survey carried during 2019-2021

Figure 19- - Represents the must available products for the study carried during 2019-2021



Source: Data has been collected from the consumer survey carried during 2019-2021

Interpretation:

80% of the respondents want cakes and pastries when they visit bakery. 79% of the respondents believes pies and tart would be their favorite food to have at café. 63% of respondents thinks that their must be freshly bake bread at café, while 62% wants to go to bakery for cookies. Another 13% thinks that product like donuts, ice-cream, milkshake and thick shakes should be available at bakeries.

Inference:

From the above table and column of pie chart, 80% of respondents would definitely like to see cakes and pastries in a bakery, followed closely by pies and tarts at a little less than 80%. Next, there are categories ice-cream and cookies at almost 60%. While 13.5% of responses included other minor categories, Donuts at 6.3%, milkshake at 3.6%, ice-cream at 2.7% and lastly thick shakes at less than a percent.

18. Analysis of consumer favorite bakery in Hyderabad

Table 29 - Represents the favorite bakery in Hyderabad for the study carried during 2019-2021

Favorite Bakery in HYD	Frequency	Percent	Valid Percent	Cumulative Percent
Karachi bakery	11	9.9	9.9	9.9
Labonel	17	15.3	15.3	25.2
Concu	27	24.3	24.3	49.5
Churrolto	21	18.9	18.9	68.5
KS bakers	20	18.0	18.0	86.5
others	15	13.5	13.5	100.0
Total	111	100.0	100.0	

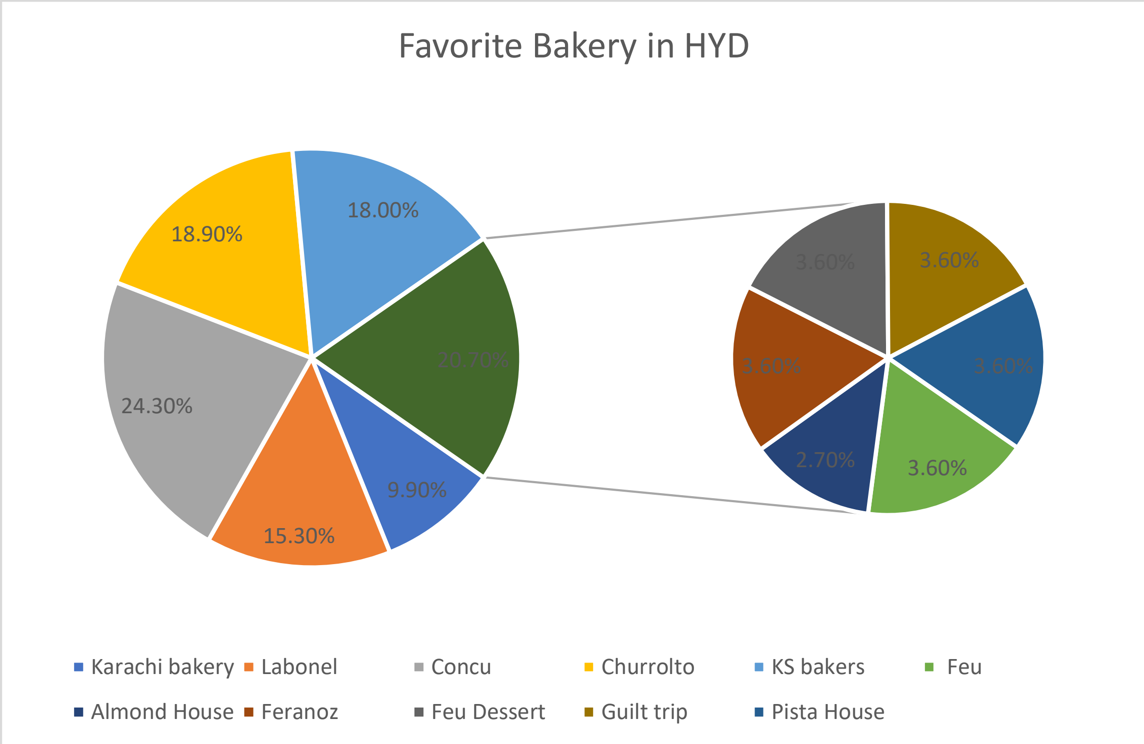
Source: Data has been collected from the consumer survey carried during 2019-2021

Table 30 - Represents the other favorite bakery in Hyderabad for the study carried during 2019-2021

Other favorite bakery in HYD	Frequency	Percent	Valid Percent	Cumulative Percent
	88	79.3	79.3	79.3
Feu	4	3.6	3.6	82.9
Almond House	3	2.7	2.7	85.6
Feranoz	4	3.6	3.6	89.2
Feu Dessert	4	3.6	3.6	92.8
Guilt trip	4	3.6	3.6	96.4
Pista House	4	3.6	3.6	100.0
Total	111	100.0	100.0	

Source: Data has been collected from the consumer survey carried during 2019-2021

Table 2- - Represents the favorite bakery in Hyderabad for study carried during 2019-2021



Source: Data has been collected from the consumer survey carried during 2019-2021

Interpretation:

24.3% respondents' favorite bakery is Concu, and that of 18.9%s' is Churrolto. 18% like KS bakers and 15.30% prefer Labonel. 9.9% like Pista House.

Inference:

From the pie of pie chart above, about a quarter of respondents' favorite bakery in Hyderabad is Concu, which is also the highest rated bakery in Hyderabad. The next most favorite bakery of respondents is Churrolto, followed closely by KS bakers with numerous branches in Hyderabad. About 15% respondents' favorite bakery is Labonel, followed by Karachi bakery at around 10%. Around 20% of respondents, chose the other category and named their favorite bakeries. These were Feu, Guilt trip, Pista House, Feranoz at 3.6% and Almond House at 2.7%.

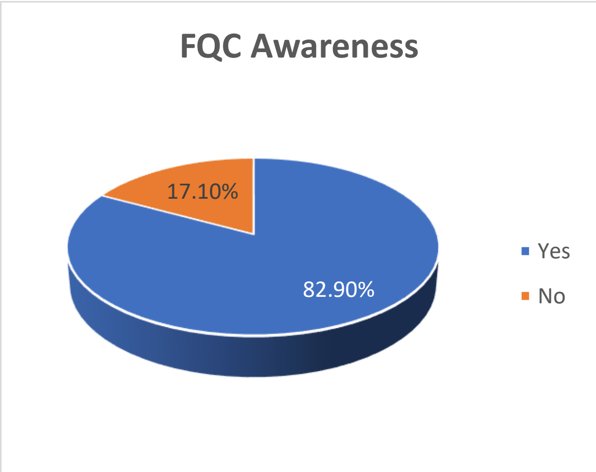
19. Analysis of consumer awareness of the food quality certification for restaurants

Table 31- Represents the FQC awareness for the study carried during 2019-2021

FQC Awareness				
	Frequency	Percent	Valid Percent	Cumulative Percent
	92	82.9	82.9	82.9
No	19	17.1	17.1	100.0
Total	111	100.0	100.0	

Source: Data has been collected from the consumer survey carried during 2019-2021

Figure 20- Represents the FQC awareness for the study carried during 2019-2021



Source: Data has been collected from the consumer survey carried during 2019-2021

Interpretation:

82.9% are aware of food quality certification, while 17.1% are not.

Inference:

Of the total respondents, majority are aware of the food quality certification that the restaurants need to obtain to guarantee good food quality. Only 17.10% of the respondents are not aware of any such certification.

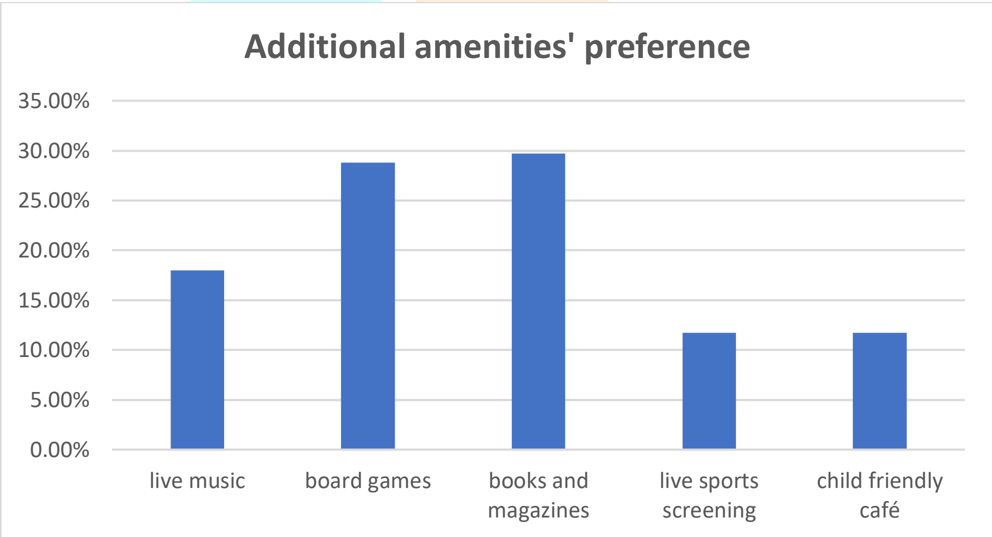
20. Analysis of additional amenities consumers would like to be offered at a bakery

Table 32- Represents the additional amenities preference for the study carried during 2019-2021

Additional amenities' preference	Frequency	Percent	Valid Percent	Cumulative Percent
live music	20	18.0	18.0	18.0
board games	32	28.8	28.8	46.8
books and magazines	33	29.7	29.7	76.6
live sports screening	13	11.7	11.7	88.3
child friendly café	13	11.7	11.7	100.0
Total	111	100.0	100.0	

Source: Data has been collected from the consumer survey carried during 2019-2021

Figure 21- Represents the additional amenities preference for the study carried during 2019-2021



Source: Data has been collected from the consumer survey carried during 2019-2021

Interpretation:

A 29.7% and 28.8% would like books and magazines and board games at bakery café respectively. 18% would like live music and live sports and child friendliness by 11.7% each.

Inference:

In the additional amenities' preference distribution, it can be seen that about a third of respondents would like books and magazines being offered to them and another third would like to be offered board games. Next, it can be seen that 18% of respondents with preference to live music over other options. Lastly, there are categories live sports screening and child friendliness, and an equal number of respondents displaying preference for these at 13%.

21. Visit frequency, Age group and Gender Crosstabulation

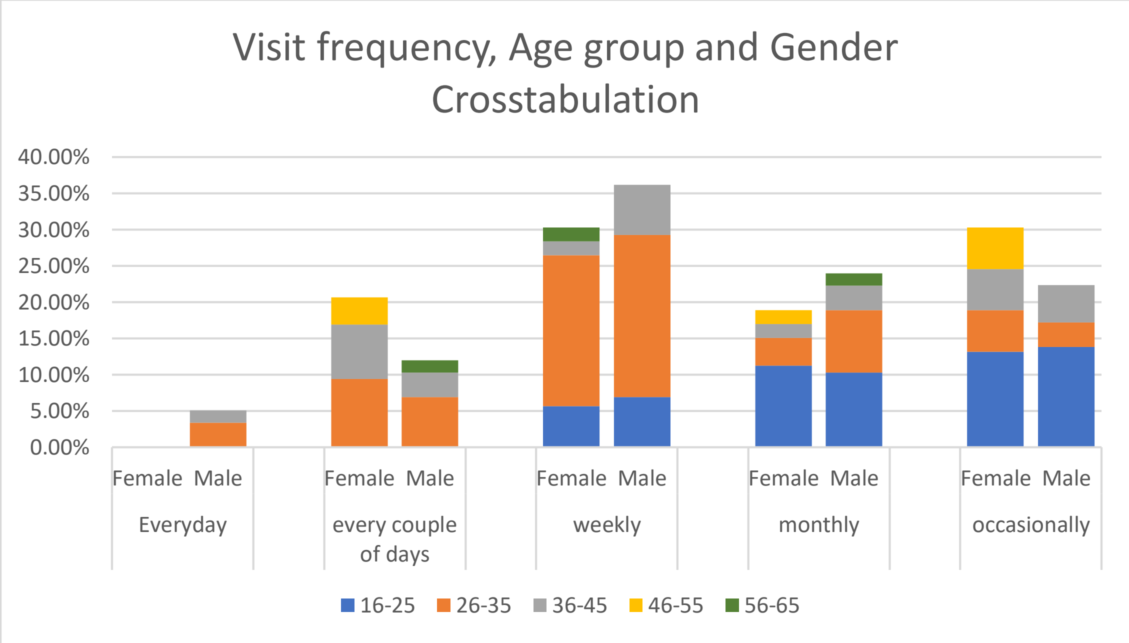
Table 33- Represents Visit frequency, Age group and Gender Crosstabulation for the study carried during the year 2019-2021

Visit frequency, Age group and Gender Crosstabulation

				Age group					
Gender				16-25	26-35	36-45	46-55	56-65	Total
Female	Visit frequency	every couple of days	Count	0	5	4	2	0	11
			% of Total	.0%	9.4%	7.5%	3.8%	.0%	20.8%
		weekly	Count	3	11	1	0	1	16
			% of Total	5.7%	20.8%	1.9%	.0%	1.9%	30.2%
		monthly	Count	6	2	1	1	0	10
			% of Total	11.3%	3.8%	1.9%	1.9%	.0%	18.9%
		occasionally	Count	7	3	3	3	0	16
			% of Total	13.2%	5.7%	5.7%	5.7%	.0%	30.2%
	Total		Count	16	21	9	6	1	53
			% of Total	30.2%	39.6%	17.0%	11.3%	1.9%	100.0%
Male	Visit frequency	everyday	Count	0	2	1		0	3
			% of Total	.0%	3.4%	1.7%		.0%	5.2%
		every couple of days	Count	0	4	2		1	7
			% of Total	.0%	6.9%	3.4%		1.7%	12.1%
		weekly	Count	4	13	4		0	21
			% of Total	6.9%	22.4%	6.9%		.0%	36.2%
		monthly	Count	6	5	2		1	14
			% of Total	10.3%	8.6%	3.4%		1.7%	24.1%
		occasionally	Count	8	2	3		0	13
			% of Total	13.8%	3.4%	5.2%		.0%	22.4%
	Total		Count	18	26	12		2	58
			% of Total	31.0%	44.8%	20.7%		3.4%	100.0%

Source: Data has been collected from the consumer survey carried during 2019-2021

Figure 39- Represents the Visit frequency, Age group and Gender Crosstabulation for the study carried during 2019-2021



Source: Data has been collected from the consumer survey carried during 2019-2021

Interpretation:

A 37% of male and 30% female respondents of different age group likes to visit café weekly. 30% female and 23% male of different age group visits bakery occasionally. On the other hand, 24% male and 19% female of different age visits monthly and 21% female and 13% male visit every couple of the days. Only 5% male visits café every day. From the graph, 26-35 age group seems to visit cafes frequently.

Inference:

From the cross tabulation of age, gender and visit frequency, it can be inferred that the highest visit frequency is weekly, which is further dominated by the male respondents. Of these respondents, the majority are an almost equal number of young male and female respondents. Interestingly, all the ladies of age between 56 to 65 years like to visit weekly. The next largest visitors are the occasional ones, with female respondents leading this series. No male of age 46-65 visits the bakery occasionally, while the rest of the series is fairly distributed among age groups 16-25, 26-35 and 36-45. This is followed by the monthly series lead by male respondents with age group 16-25 years forming the largest share for both men and women. A lot of women like to visit every couple of days more than monthly actually, while the number of male respondents in this category is very less, pushing the series below monthly series. The least number of respondents visit bakeries daily. In fact, no female respondent visits daily and the male respondents visiting daily belong to age groups 26-35 and 36-45.

Table 34- Represents the chi square tests for the study carried during the year 2019-2021

Chi-Square Tests

Gender		Value	df	Asymp. Sig. (2-sided)
Female	Pearson Chi-Square	23.396[a]	12	.025
	Likelihood Ratio	27.550	12	.006
	Linear-by-Linear Association	1.868	1	.172
	N of Valid Cases	53		
Male	Pearson Chi-Square	18.296[b]	12	.107
	Likelihood Ratio	21.348	12	.046
	Linear-by-Linear Association	5.312	1	.021
	N of Valid Cases	58		

a. 18 cells (90.0%) have expected count less than 5. The minimum expected count is .19.

b. 16 cells (80.0%) have expected count less than 5. The minimum expected count is .10.

Source- Compiled on SPSS Version 22.0, based on survey carried during 2019-2021

Table 35 - Represents the Symmetric measures table for the study carried during the year 2019-2021

Symmetric Measures

Gender			Value	Asymp. Std. Error[a]	Approx. T[b]	Approx. Sig.
Female	Interval by Interval	Pearson's R	-.190	.136	-1.378	.174[c]
	Ordinal by Ordinal	Spearman Correlation	-.248	.143	-1.825	.074[c]
	N of Valid Cases		53			
Male	Interval by Interval	Pearson's R	-.305	.117	-2.399	.020[c]
	Ordinal by Ordinal	Spearman Correlation	-.353	.126	-2.821	.007[c]
	N of Valid Cases		58			

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

c. Based on normal approximation.

Source- Compiled on SPSS Version 22.0, based on survey carried during 2019-2021

Interpretation:

90% of cells have expected count less than 5 where the minimum expected count is 19 for females and for males 80% of cells have expected count less than 5 where the minimum expected count is 10. Reading the likelihood ratio, the significance ratio for females and 0.006 while for that of males is 0.046.

Inference:

The significance ratio shows a value of 0.006 for females and 0.046 for males, which are both smaller than the significance ratio of 0.05, thus the assumption is not correct i.e., association is statistically significant thus suggests that there is a positive association between gender, age group and visit frequency at the bakery café. Hence, the hypothesis is rejected.

22. Visiting time, Age group and Gender Crosstabulation

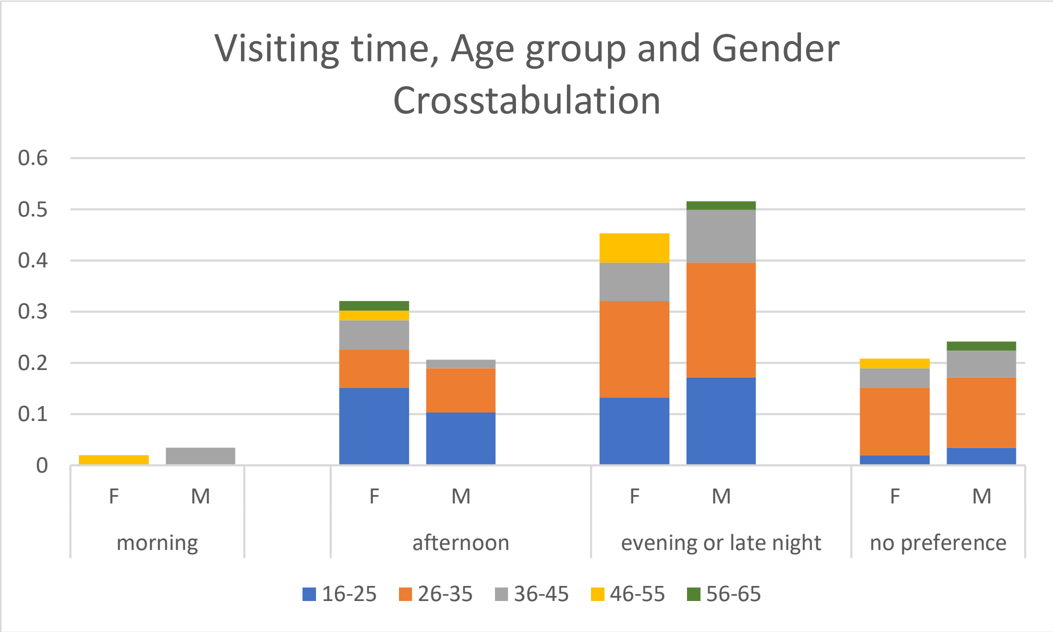
Table 36- Represents the visiting time, Age group and Gender Crosstabulation for the study carried during year 2019-2021

Visiting time, Age group and Gender Crosstabulation

Gender				Age group					Total
				16-25	26-35	36-45	46-55	56-65	
Female	Visiting time	morning	Count	0	0	0	1	0	1
			% of Total	.0%	.0%	.0%	1.9%	.0%	1.9%
		afternoon	Count	8	4	3	1	1	17
			% of Total	15.1%	7.5%	5.7%	1.9%	1.9%	32.1%
		evening or late night	Count	7	10	4	3	0	24
			% of Total	13.2%	18.9%	7.5%	5.7%	.0%	45.3%
		no preference	Count	1	7	2	1	0	11
			% of Total	1.9%	13.2%	3.8%	1.9%	.0%	20.8%
	Total		Count	16	21	9	6	1	53
			% of Total	30.2%	39.6%	17.0%	11.3%	1.9%	100.0%
Male	Visiting time	morning	Count	0	0	2		0	2
			% of Total	.0%	.0%	3.4%		.0%	3.4%
		afternoon	Count	6	5	1		0	12
			% of Total	10.3%	8.6%	1.7%		.0%	20.7%
		evening or late night	Count	10	13	6		1	30
			% of Total	17.2%	22.4%	10.3%		1.7%	51.7%
		no preference	Count	2	8	3		1	14
			% of Total	3.4%	13.8%	5.2%		1.7%	24.1%
	Total		Count	18	26	12		2	58
			% of Total	31.0%	44.8%	20.7%		3.4%	100.0%

Source: Data has been collected from the consumer survey carried during 2019-2021

Figure 22- Represents the visiting time, Age group and Gender Crosstabulation for the study carried during year 2019-2021



Source: Data has been collected from the consumer survey carried during 2019-2021

Interpretation:

A 3.4% of male population, all belonging to age group 36-45 years and 1.9% females of the age group 46-55 years visit bakeries in the morning. Of the afternoon female visitors, 15.1% belong to 16-25 years age group, 7.5% belong to 26-35 years, 5.7% to 36-45 years and 1.9% to older than 56 years. Of the male afternoon visitors, 10.3% are below 25 years, 8.6% are in 26-35 years and 1.7% in 36-45 years.

Inference:

From the cross tabulation of age, gender and visiting time, it can be observed that those respondents are most likely to visit during evening time or late night, which is further dominated by the male respondents. Of these respondents, the majority belong to age groups 16-25 and 26-35 with male respondents only very slightly larger in number. Interestingly, none of the ladies of age between 56 to 65 years like to visit during this time. The next largest visitors are the afternoon ones, with female respondents leading this series. No male of age 46-65 and 56-65 visits the bakery in the afternoon, while most of the rest of the series is fairly distributed among age groups 16-25 and 26-35 age groups. There are a few, belonging to the age group 36-45, who like to visit in the afternoon as well. This is followed by the respondents who have no preference of visiting the bakery, lead slightly by male respondents with age group 26-35 years forming the largest share for both men and women. A very small number of respondents visit in the morning time with only few women of age 46-55 and few men of age 36-45 frequenting in the early hours.

Table 37: Represents the chi square tests for the study carried during the year 2019-2021

Chi-Square Tests

Gender		Value	df	Asymp. Sig. (2-sided)
Female	Pearson Chi-Square	16.439[a]	12	.172
	Likelihood Ratio	13.522	12	.332
	Linear-by-Linear Association	.001	1	.971
	N of Valid Cases	53		
Male	Pearson Chi-Square	12.755[b]	9	.174
	Likelihood Ratio	11.996	9	.214
	Linear-by-Linear Association	.875	1	.350
	N of Valid Cases	58		

a. 16 cells (80.0%) have expected count less than 5. The minimum expected count is .02.

b. 11 cells (68.8%) have expected count less than 5. The minimum expected count is .07.

Source- Compiled on SPSS Version 22.0, based on survey carried during 2019-2021

Table 38: Represents the symmetric measures table for the study carried during the year 2019-2021

Symmetric Measures

Gender			Value	Asymp. Std. Error[a]	Approx. T[b]	Approx. Sig.
Female	Interval by Interval	Pearson's R	.005	.148	.035	.972[c]
	Ordinal by Ordinal	Spearman Correlation	.096	.143	.686	.496[c]
	N of Valid Cases		53			
Male	Interval by Interval	Pearson's R	.124	.131	.934	.354[c]
	Ordinal by Ordinal	Spearman Correlation	.156	.131	1.181	.242[c]
	N of Valid Cases		58			

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

c. Based on normal approximation.

Source- Compiled on SPSS Version 22.0, based on survey carried during 2019-2021

Interpretation:

80% of cells have expected count less than 5 where the minimum expected count is 0.02 for females and for males 68.8% of cells have expected count less than 5 where the minimum expected count is 0.332. Reading the likelihood ratio, the significance ratio for females and 0. 332 while for that of males is 0.214.

Inference:

The significance ratio shows a value of 0. 332 for females and 0.214 for males, which are both larger than the significance ratio of 0.05, thus the assumption is correct i.e., association is not statistically significant thus suggests that there is no positive association between gender, age group and visiting time at the bakery café. Hence, the hypothesis is accepted.

23. Hours spent, Age group and Gender Crosstabulation

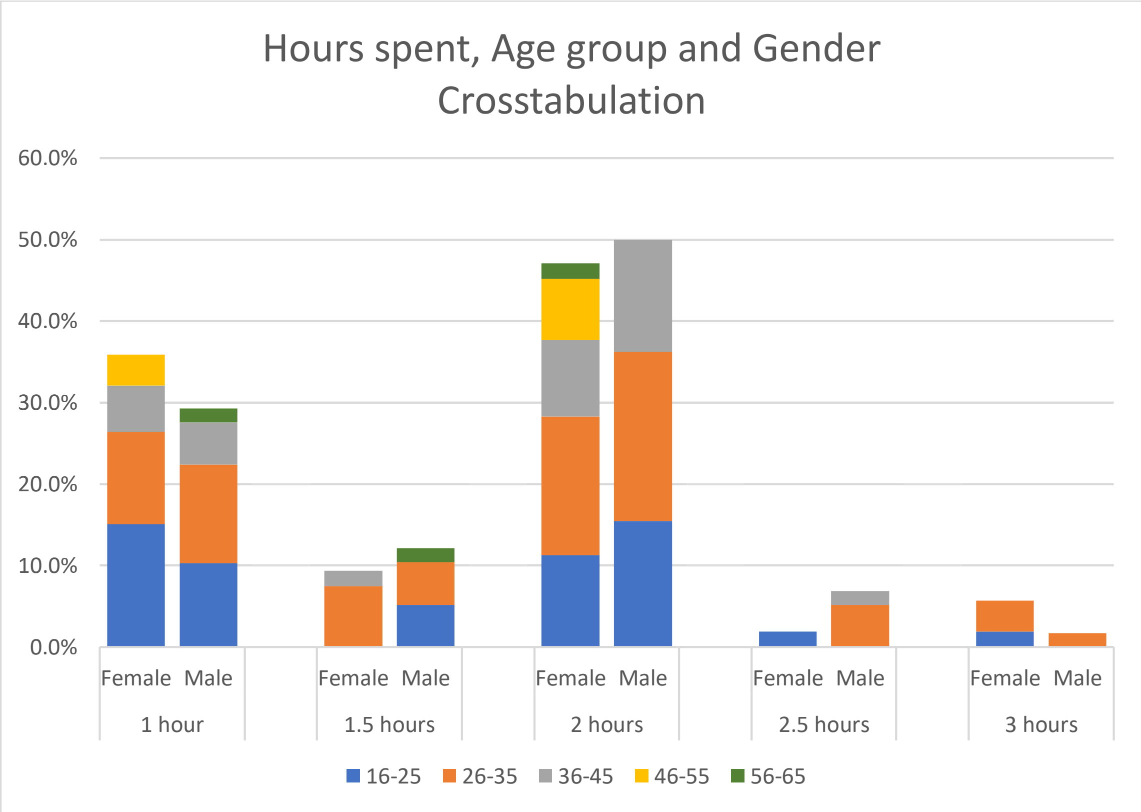
Table 39- Represents the hours spent, Age group and Gender Crosstabulation for the study carried during year 2019-2021

Hours spent, Age group and Gender Crosstabulation

Gender				Age group 16-25	26-35	36-45	46-55	56-65	Total
Female	Hours spent	1	Count	8	6	3	2	0	19
			% of Total	15.1%	11.3%	5.7%	3.8%	.0%	35.8%
		1.5	Count	0	4	1	0	0	5
			% of Total	.0%	7.5%	1.9%	.0%	.0%	9.4%
		2	Count	6	9	5	4	1	25
			% of Total	11.3%	17.0%	9.4%	7.5%	1.9%	47.2%
		2.5	Count	1	0	0	0	0	1
			% of Total	1.9%	.0%	.0%	.0%	.0%	1.9%
		3	Count	1	2	0	0	0	3
			% of Total	1.9%	3.8%	.0%	.0%	.0%	5.7%
	Total		Count	16	21	9	6	1	53
			% of Total	30.2%	39.6%	17.0%	11.3%	1.9%	100.0%
Male	Hours spent	1	Count	6	7	3		1	17
			% of Total	10.3%	12.1%	5.2%		1.7%	29.3%
		1.5	Count	3	3	0		1	7
			% of Total	5.2%	5.2%	.0%		1.7%	12.1%
		2	Count	9	12	8		0	29
			% of Total	15.5%	20.7%	13.8%		.0%	50.0%
		2.5	Count	0	3	1		0	4
			% of Total	.0%	5.2%	1.7%		.0%	6.9%
		3	Count	0	1	0		0	1
			% of Total	.0%	1.7%	.0%		.0%	1.7%
	Total		Count	18	26	12		2	58
			% of Total	31.0%	44.8%	20.7%		3.4%	100.0%

Source: Data has been collected from the consumer survey carried during 2019-2021

Figure 23- Represents the hours spent, Age group and Gender Crosstabulation for the study carried during year 2019-2021



Source: Data has been collected from the consumer survey carried during 2019-2021

Interpretation:

Of the females spending 2 hours at bakery, 11.3% are younger than 25 years, 17% belong to 26-35 years age group, 9.4% in 36-45 years, 7.5% in 46-55 years and remaining 1.9% are older than 56 years. The corresponding numbers in male categories are 15.5%, 20.7%, and 13.8% in categories younger than 25, 26-35 years and 36-45 years respectively. 1.9% young girls spend more than 3 hours at bakery while 3.8% belong to age group 26-35 years.

Inference:

From the cross tabulation of age, gender and hours spent at a bakery, that the highest number of respondents like to spend around 2 hours at any bakery café, which is very slightly dominated by the male respondents. Of these respondents, the majority belong to age groups 16-25 and 26-35 with male respondents only very slightly larger in number. Interestingly, all the ladies of age between 56 to 65 years like to spend around 2 hours. The next largest category is of those who spend an hour, with female respondents leading this series. No male of age 46-65 spends an hour, while most of the rest of the series is fairly distributed among age groups 16-25 and 26-35 age groups. The remaining three categories do not form much of the share with mostly respondents of age 26-45 spending an hour and a half. A few women of age 16-25 spend 2.5 and 3 hours along with few men and women of age 26-35 years.

Table 40: Represents the Chi-square test for the study carried during the year 2019-2021

Chi-Square Tests

Gender		Value	df	Asymp. Sig. (2-sided)
Female	Pearson Chi-Square	11.234[a]	16	.795
	Likelihood Ratio	13.924	16	.604
	Linear-by-Linear Association	.155	1	.694
	N of Valid Cases	53		
Male	Pearson Chi-Square	9.874[b]	12	.627
	Likelihood Ratio	12.731	12	.389
	Linear-by-Linear Association	.019	1	.890
	N of Valid Cases	58		

a. 21 cells (84.0%) have expected count less than 5. The minimum expected count is .02.

b. 15 cells (75.0%) have expected count less than 5. The minimum expected count is .03.

Source- Compiled on SPSS Version 22.0, based on survey carried during 2019-2021

Table 41: Represents the symmetric measures table for the study carried during the year 2019-2021

Symmetric Measures

Gender			Value	Asymp. Std. Error[a]	Approx. T[b]	Approx. Sig.
Female	Interval by Interval	Pearson's R	.055	.127	.391	.698[c]
	Ordinal by x`Ordinal	Spearman Correlation	.076	.141	.543	.590[c]
	N of Valid Cases		53			
Male	Interval by Interval	Pearson's R	.018	.125	.137	.891[c]
	Ordinal by Ordinal	Spearman Correlation	.100	.124	.754	.454[c]
	N of Valid Cases		58			

a. Not assuming the null hypothesis.

Source- Compiled on SPSS Version 22.0, based on survey carried during 2019-2021

Interpretation:

84% of cells have expected count less than 5 where the minimum expected count is 0.02 for females and for males 75% of cells have expected count less than 5 where the minimum expected count is 0.03. Reading the likelihood ratio, the significance ratio for females and 0.604 while for that of males is 0.389.

Inference:

The significance ratio shows a value of 0. 604 females and 0. 389 for males, which are both larger than the significance ratio of 0.05, thus the assumption is correct i.e., association is not statistically significant thus suggests that there is no positive association between gender, age group and hours spent at the bakery café. Hence, the hypothesis is accepted.

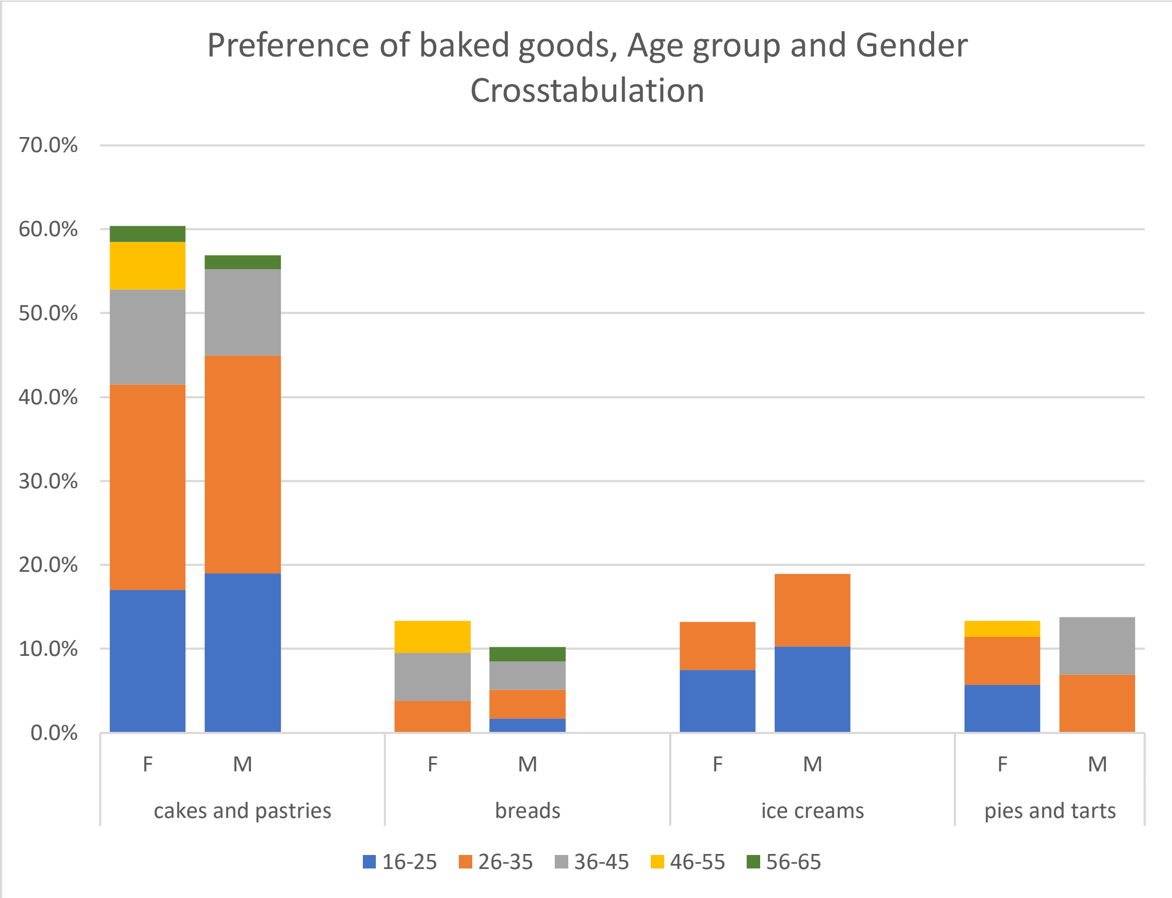
24. Preference of baked goods, Age group and Gender Crosstabulation

Table 42- Represents the preference of baked goods, age group and gender crosstabulation for the study carried during year 2019-2021

Preference of baked goods, Age group and Gender Crosstabulation									
				Age group					Total
Gender				16-25	26-35	36-45	46-55	56-65	
Female	Preference of baked goods	cakes and pastries	Count	9	13	6	3	1	32
			% of Total	17.0%	24.5%	11.3%	5.7%	1.9%	60.4%
		breads	Count	0	2	3	2	0	7
			% of Total	.0%	3.8%	5.7%	3.8%	.0%	13.2%
		ice creams	Count	4	3	0	0	0	7
			% of Total	7.5%	5.7%	.0%	.0%	.0%	13.2%
		pies and tarts	Count	3	3	0	1	0	7
			% of Total	5.7%	5.7%	.0%	1.9%	.0%	13.2%
	Total		Count	16	21	9	6	1	53
			% of Total	30.2%	39.6%	17.0%	11.3%	1.9%	100.0%
Male	Preference of baked goods	cakes and pastries	Count	11	15	6		1	33
			% of Total	19.0%	25.9%	10.3%		1.7%	56.9%
		breads	Count	1	2	2		1	6
			% of Total	1.7%	3.4%	3.4%		1.7%	10.3%
		ice creams	Count	6	5	0		0	11
			% of Total	10.3%	8.6%	.0%		.0%	19.0%
		pies and tarts	Count	0	4	4		0	8
			% of Total	.0%	6.9%	6.9%		.0%	13.8%
	Total		Count	18	26	12		2	58
			% of Total	31.0%	44.8%	20.7%		3.4%	100.0%

Source: Data has been collected from the consumer survey carried during 2019-2021

Figure 24- Represents the preference of baked goods, age group and gender crosstabulation for the study carried during year 2019-2021



Source: Data has been collected from the consumer survey carried during 2019-2021

Interpretation:

A total 60% of females and 56.9% males prefer cakes and pastries. The share for categories 16-25 years, 26-35 years, 36-45 years, 46-55 years and older is 17%, 24.5%, 11.3&, 5.7% and 1.9% respectively for women and 19%, 25.9%, 10.3%, 0% and 1.7% for males. Of the bread lovers, 3.8% are females in 26-35 years and 46-55 years age group each and 5.7% in 36-45 years. The men bread lovers belong to the age group 16-25, 26-35 and 36-45 in 1.7%, 3.4% and 3.4% respectively.

Inference:

From the cross tabulation of preference of baked goods, gender and age, it can be inferred that most of the respondents prefer cakes and pastries, which is further dominated by the female respondents. Of these respondents, the majority belong to age groups 26-35 with male respondents only very slightly larger in number, followed by 16-25 age group. Interestingly, no man of age between 46 to 55 years likes cakes. Majority of the respondents of age group 36-45 like cakes and pastries. The rest of the categories do not form that significant a share. A lot of respondents in age groups 16-25 and 26-35 like ice cream, making it the second largest category. This is followed by pies and tarts, with an almost equal number of male and female respondents with most belonging to age group 26-35 and few females of 16-25 and men of 36-45 age groups. The least preferred baked good is bread with only around 10% men in the category and slightly more females. The male category is fairly divided among all age groups except for 46-55.

Table 43: Represents the Chi-square test for the study carried during the year 2019-2021

Chi-Square Tests

Gender		Value	df	Asymp. Sig. (2-sided)
Female	Pearson Chi-Square	13.123[a]	12	.360
	Likelihood Ratio	17.005	12	.149
	Linear-by-Linear Association	1.513	1	.219
	N of Valid Cases	53		
Male	Pearson Chi-Square	14.999[b]	9	.091
	Likelihood Ratio	17.649	9	.039
	Linear-by-Linear Association	.252	1	.616
	N of Valid Cases	58		

a. 17 cells (85.0%) have expected count less than 5. The minimum expected count is .13.

b. 13 cells (81.3%) have expected count less than 5. The minimum expected count is .21.

Source- Compiled on SPSS Version 22.0, based on survey carried during 2019-2021

Table 44: Represents the symmetric measures table for the study carried during the year 2019-2021

Symmetric Measures

Gender			Value	Asymp. Std. Error[a]	Approx. T[b]	Approx. Sig.
Female	Interval by Interval	Pearson's R	-.171	.128	-1.236	.222[c]
	Ordinal by Ordinal	Spearman Correlation	-.126	.137	-.910	.367[c]
	N of Valid Cases		53			
Male	Interval by Interval	Pearson's R	.066	.113	.499	.620[c]
	Ordinal by Ordinal	Spearman Correlation	.104	.127	.786	.435[c]
	N of Valid Cases		58			

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

c. Based on normal approximation.

Source- Compiled on SPSS Version 22.0, based on survey carried during 2019-2021

Interpretation:

85% of cells have expected count less than 5 where the minimum expected count is 0.13 for females and for males 81.3% of cells have expected count less than 5 where the minimum expected count is 0.21. Reading the likelihood ratio, the significance ratio for females and 0.149 while for that of males is 0.039.

Inference:

The significance ratio shows a value of 0.149 for females which is larger than the significance ratio of 0.05, thus the assumption is correct i.e., association is not statistically significant thus suggests that there is no positive association between females, age group and preference of baked goods. But for males, the ratio is 0.039 which is less than the significance ratio of 0.05, thus the assumption is not correct i.e., suggests that there is a positive association between age group and preference of baked goods for males. Hence, the hypothesis is rejected.

25. Ideal bakery type, Age group and Gender Crosstabulation

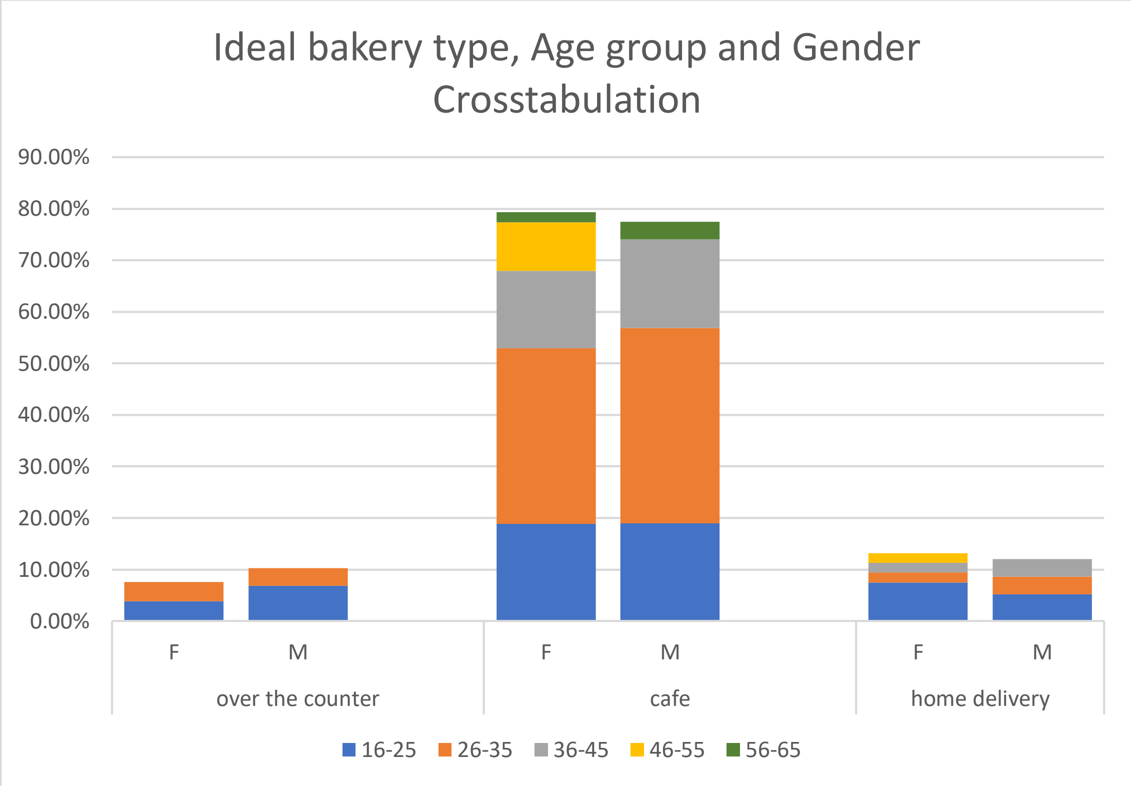
Table 45- Represents the ideal bakery type, age group and gender crosstabulation for the study carried during year 2019-2021

Ideal bakery type, Age group and Gender Crosstabulation

Gender				Age group 16-25	26-35	36-45	46-55	56-65	Total
Female	Ideal bakery type	over the counter	Count	2	2	0	0	0	4
			% of Total	3.8%	3.8%	.0%	.0%	.0%	7.5%
		cafe	Count	10	18	8	5	1	42
			% of Total	18.9%	34.0%	15.1%	9.4%	1.9%	79.2%
		home delivery	Count	4	1	1	1	0	7
			% of Total	7.5%	1.9%	1.9%	1.9%	.0%	13.2%
	Total		Count	16	21	9	6	1	53
			% of Total	30.2%	39.6%	17.0%	11.3%	1.9%	100.0%
Male	Ideal bakery type	over the counter	Count	4	2	0		0	6
			% of Total	6.9%	3.4%	.0%		.0%	10.3%
		cafe	Count	11	22	10		2	45
			% of Total	19.0%	37.9%	17.2%		3.4%	77.6%
		home delivery	Count	3	2	2		0	7
			% of Total	5.2%	3.4%	3.4%		.0%	12.1%
	Total		Count	18	26	12		2	58
			% of Total	31.0%	44.8%	20.7%		3.4%	100.0%

Source: Data has been collected from the consumer survey carried during 2019-2021

Figure 25- Represents the ideal bakery type, age group and gender crosstabulation for the study carried during year 2019-2021



Source: Data has been collected from the consumer survey carried during 2019-2021

Interpretation:

A total 79.2% of females and 77.6% males prefer café as their ideal bakery setting. The share for categories 16-25 years, 26-35 years, 36-45 years, 46-55 years and older is 18.9%, 34.0%, 15.1%, 9.4% and 1.9% respectively for women and 19.0%, 37.9% , 17.2%, 0% and 3.4% for males. Of the home delivery choosers, 7.5% are females younger than 26 years, 1.9% females in 26-35 years, 36-45 years and 46-55 years age group each. Among the males who prefer home delivery, 5.2% are lesser than 25 years old and 3.4% in 26-35 and 36-45 years each.

Inference:

From the cross tabulation of ideal bakery type, gender and age, it can be observed that most of the respondents' ideal bakery type is a café setup, which is further dominated by the female respondents. Of these respondents, the majority belong to age groups 26-35 with male respondents only very slightly larger in number, followed by 26-35 age group in both men and women. Interestingly, no man of age between 46 to 55 years prefers a café setup. The next largest age group in this category is the youngsters who compose approximately 19% of both male female populations each, followed by the age group 36-45. Notably, all the respondents, men and women, of age group 56-65 prefer café setup. The remaining two categories do not form that significant a share. A few respondents in age groups 16-25 and 26-35, both men and women, like home delivery options. A few respondents in 36-45 age groups also showed a preference for home delivery bakeries. Over the counter is the least preferred bakery type, with only young few men and women and a few more, belonging to 26-35 years, in the category.

Table 46: Represents the Chi- Square test carried during 2019-2021

Chi-Square Tests

Gender		Value	df	Asymp. Sig. (2-sided)
Female	Pearson Chi-Square	5.721[a]	8	.678
	Likelihood Ratio	7.016	8	.535
	Linear-by-Linear Association	.025	1	.874
	N of Valid Cases	53		
Male	Pearson Chi-Square	6.235[b]	6	.397
	Likelihood Ratio	7.367	6	.288
	Linear-by-Linear Association	.823	1	.364
	N of Valid Cases	58		

Source: Compiled on SPSS Version 22.0, based on survey conducted during 2019-2021

a. 12 cells (80.0%) have expected count less than 5. The minimum expected count is .08.

b. 9 cells (75.0%) have expected count less than 5. The minimum expected count is .21.

Table 47- Represents the symmetric measures table for the survey carried during 2019-2021

Symmetric Measures

Gender			Value	Asymp. Std. Error[a]	Approx. T[b]	Approx. Sig.
Female	Interval by Interval	Pearson's R	.022	.137	.158	.875[c]
	Ordinal by Ordinal	Spearman Correlation	-.005	.154	-.037	.971[c]
	N of Valid Cases		53			
Male	Interval by Interval	Pearson's R	.120	.117	.906	.369[c]
	Ordinal by Ordinal	Spearman Correlation	.142	.140	1.077	.286[c]
	N of Valid Cases		58			

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

c. Based on normal approximation.

Source: Compiled on SPSS Version 22.0, based on survey conducted during 2019-2021

Interpretation:

80% of cells have expected count less than 5 where the minimum expected count is 0.08 for females and for males 75% of cells have expected count less than 5 where the minimum expected count is 0.21. Reading the likelihood ratio, the significance ratio for females and 0.535 while for that of males is 0.288.

Inference:

The significance ratio shows a value of 0.535 for females and 0. 288 for males which are both larger than the significance ratio of 0.05, thus the assumption is correct i.e., association is not statistically significant thus suggests that there is no positive association between gender, age group and preference of the ideal bakery type. Hence, the hypothesis is accepted.

26. Money spent per person, Age group and Gender Crosstabulation

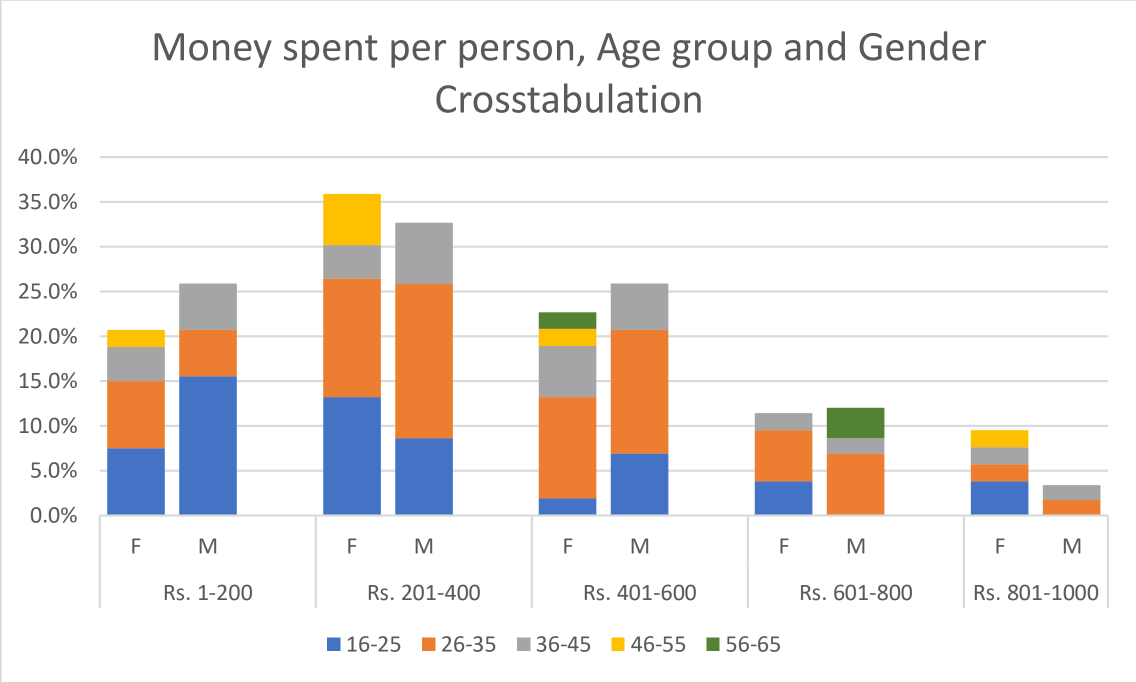
Table 48- - Represents the money spent per person, age group and gender crosstabulation for the study carried during year 2019-2021

Money spent per person, Age group and Gender Crosstabulation

Gender				Age group 16-25	26-35	36-45	46-55	56-65	Total
Female	Money spent per person	1-200	Count	4	4	2	1	0	11
			% of Total	7.5%	7.5%	3.8%	1.9%	.0%	20.8%
		201-400	Count	7	7	2	3	0	19
			% of Total	13.2%	13.2%	3.8%	5.7%	.0%	35.8%
		401-600	Count	1	6	3	1	1	12
			% of Total	1.9%	11.3%	5.7%	1.9%	1.9%	22.6%
		601-800	Count	2	3	1	0	0	6
			% of Total	3.8%	5.7%	1.9%	.0%	.0%	11.3%
		801-1000	Count	2	1	1	1	0	5
			% of Total	3.8%	1.9%	1.9%	1.9%	.0%	9.4%
	Total		Count	16	21	9	6	1	53
			% of Total	30.2%	39.6%	17.0%	11.3%	1.9%	100.0%
Male	Money spent per person	1-200	Count	9	3	3		0	15
			% of Total	15.5%	5.2%	5.2%		.0%	25.9%
		201-400	Count	5	10	4		0	19
			% of Total	8.6%	17.2%	6.9%		.0%	32.8%
		401-600	Count	4	8	3		0	15
			% of Total	6.9%	13.8%	5.2%		.0%	25.9%
		601-800	Count	0	4	1		2	7
			% of Total	.0%	6.9%	1.7%		3.4%	12.1%
		801-1000	Count	0	1	1		0	2
			% of Total	.0%	1.7%	1.7%		.0%	3.4%
	Total		Count	18	26	12		2	58
			% of Total	31.0%	44.8%	20.7%		3.4%	100.0%

Source: Data has been collected from the consumer survey carried during 2019-2021

Figure 26- Represents the money spent per person, age group and gender crosstabulation for the study carried during year 2019-2021



Source: Data has been collected from the consumer survey carried during 2019-2021

Interpretation:

A total 35.8% of females and 32.8% males spend between 201-400 rupees at a bakery. The share for categories 16-25 years, 26-35 years, 36-45 years and 46-55 years is 13.2%, 13.2%, 3.8% and 5.7% respectively for women and 6.9% ,13.8%, 5.2% and 0% for males. Of those who spend between 401-600 rupees, 1.9% are females younger than 26 years, 11.3% females in 26-35 years, 5.7% in 36-45 years and 1.9% in 46-55 years and 56-65 years age group each. Among the males in the same category, 6.9% are younger than 25 years and 13.8% in 26-35 years and 5.2% in 36-45 years age group.

Inference:

From the cross tabulation of age, gender and money spent per person, it can be inferred that the most respondents spent between Rs. 201-400 in a bakery, with male respondents trailing the category by a very fine margin. Of the female respondents here, the majority is fairly divided between age groups 16-25 and 26-35, while in male respondents, 26-35 being the largest contributors. Notably, no respondents of age between 56 to 65 years and no men of age 46-55 years spent this amount. Next, there are an almost equal number of respondents spending Rs 1 to 200 and Rs 401 – 600, with female respondents trailing in both series. A fair share of respondents aged between 26-35 years was seen spending 401-600 rupees, while in the other category, the lead is taken by young respondents. Lastly, there are those spending between 601 – 800 and 801 – 1000 in that order. Respondents of age group 26-35 take lead in spending Rs 601-800. All the male respondents of age 56-65 spend in this range. An equal number of males in age group 26-35 years and 36-45 years comprise the Rs. 801-1000 category.

Table 49: Represents the Chi- Square test for the survey carried during 2019-2021

Chi-Square Tests

Gender		Value	df	Asymp. Sig. (2-sided)
Female	Pearson Chi-Square	9.401[a]	16	.896
	Likelihood Ratio	10.364	16	.847
	Linear-by-Linear Association	.169	1	.681
	N of Valid Cases	53		
Male	Pearson Chi-Square	25.437[b]	12	.013
	Likelihood Ratio	21.525	12	.043
	Linear-by-Linear Association	8.317	1	.004
	N of Valid Cases	58		

a. 23 cells (92.0%) have expected count less than 5. The minimum expected count is .09.

b. 16 cells (80.0%) have expected count less than 5. The minimum expected count is .07.

Source: Compiled on SPSS Version 22.0, based on survey conducted during 2019-2021

Table 50: : Represents the Symmetric Measures table for the survey carried during 2019-2021

Symmetric Measures

Gender			Value	Asymp. Std. Error[a]	Approx. T[b]	Approx. Sig.
Female	Interval by Interval	Pearson's R	.057	.136	.408	.685[c]
	Ordinal by Ordinal	Spearman Correlation	.084	.139	.605	.548[c]
	N of Valid Cases		53			
Male	Interval by Interval	Pearson's R	.382	.109	3.093	.003[c]
	Ordinal by Ordinal	Spearman Correlation	.342	.126	2.721	.009[c]
	N of Valid Cases		58			

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

c. Based on normal approximation.

Source: Data has been collected from the consumer survey carried during 2019-2021

Interpretation:

92% of cells have expected count less than 5 where the minimum expected count is 0.09 for females and for males 80% of cells have expected count less than 5 where the minimum expected count is 0.07. Reading the likelihood ratio, the significance ratio for females and 0.847 while for that of males is 0.043.

Inference:

The significance ratio shows a value of 0. 847 for females which is larger than the significance ratio of 0.05, thus the assumption is correct i.e., association is not statistically significant thus suggests that there is no positive association between age group and money spent per person by female consumers at a bakery. But for males, the ratio is 0. 043 which is less than the significance ratio of 0.05, thus the assumption is not correct i.e., suggests that there is a positive association between age group and money spent per person by male consumers at a bakery. Hence, the hypothesis is rejected.

CHAPTER 5

Findings, Suggestions and Conclusions

Findings

1. From the analysis, the ideal bakery type of most of the respondents is a café setting. So, ideally one should open a café bakery. But things have changed since covid-19 and people are reluctant to visit restaurants and cafes. Given the situation a home delivery would be an ideal option.
2. Taking the total sample size surveyed, 58% of samples prefers to see cakes and pastries at bakery followed by pies and tarts at 13.5%, so these would be the ideal products at a bakery.
3. Over 80% of the sample would like to be offered some kind of beverage at a bakery with their desserts. So, one can think of including tea and coffee, which are very inexpensive options to incorporate.
4. A whopping 82% of the respondents want healthier desserts over sugar rich pastries and cakes, giving us an insight of the future bakery behavior trend.
5. From the analysis part, it was observed that most of the respondents paid between 200-600 rupees per person on their visit to any bakery. It was observed that 2/3rd of the respondents is willing to pay higher prices for goods made with organic ingredients.
6. From the analysis, 33% of sample prefers visiting bakery weekly and 26% likes to visit occasionally.
7. From the market research, most of the bakeries are present in Banjara hills, Gachibowli area, and Jubilee hills. So, a person keen on opening a new bakery should choose a location apart from these but not very far either.
8. It can be found out that books and magazines, and board games are the most preferred amenities by the consumers.
9. From our customer survey, it can be observed that majority of the respondents lie in the age groups 16-25 years and 26-35 years. This is the new generation and is very active digitally via various social media platforms.

Chi-square test summary

(Significance value: 0.05)

F: Female
M: Male

Hypothesis	Significance Values	Result
H_0: There is no significant difference between gender, age group and visit frequency at the bakery café.	F: 0.006 M: 0.046	Rejected
H_0: There is no significant difference between gender, age group and visiting time at the bakery café.	F: 0.332 M: 0.214	Accepted
H_0: There is no significant difference between gender, age group and hours spent at the bakery café.	F: 0.604 M: 0.389	Accepted
H_0: There is no significant difference between gender, age group and consumer preference of baked goods.	F: 0.149 M: 0.039	Rejected
H_0: There is no significant difference between gender, age group and preference of the ideal bakery type.	F: 0.535 M: 0.288	Accepted
H_0: There is no significant difference between gender, age group and money spent per person by consumers at a bakery.	F: 0.847 M: 0.043	Rejected

Suggestions

1. In the current scenario, opening a home delivery bakery would be the ideal option.
2. The product range should majorly be cakes and pastries apart from pies and tarts. There should also be an option for beverages.
3. There should be a significant proportion of healthier alternatives and organic products as well.
4. The pricing should be such that the cost per person should lie in the range of 200 to 400 rupees.
5. The location of the bakery should be around Financial district or Hitech city.
6. To reach most of the younger and newer generation bakery customers, the need to use various social media platforms for promotions, such as Instagram, Facebook, Twitter and WhatsApp are inevitable. Other important platforms for promoting business are Zomato, Swiggy, Dunzo, Dineout, Little App, to name a few.

Conclusion

Hyderabad already has a plethora of bakeries and cafes and so it offers a very tough competition to the new bakers. But with right research, marketing techniques and other strategies, one can use this to their advantage. As established earlier, Nanakramguda and Financial district are key locations for opening a new bakery. Given the covid-19 situation, it is ideal to open a bakery offering home delivery options to reduce costs and limit risks.

For the product catalogue, it can be observed a very strong preference for cakes and pastries, so having a wide variety of those can be helpful in letting the bakery stand out from others. The product catalogue must also contain varieties of pies and tarts, part from offering savory goods to relieve the consumers of all the sugar taste. Offering tea and coffee or other beverages, such as milkshakes or mocktails can be very inexpensive ways of adding new products to catalogue.

To stay relevant in these tough times, one must employ the usage of social media platforms and food delivery platforms.

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Search Engines

1. Google
2. Yahoo
3. MSN
4. Bing

Social Media Apps Used

1. Zomato
2. Google
3. Swiggy
4. Dunzo
5. Dineout
6. Little App

Annexure

Annexure – I

Name	Rating	Primary Location	User Vote Count	Cost for Two	No. of Branches	Type	Baked Goods Category
Concu	4.9	Jubilee Hills	2804	1000	2	Café	Pastries
Churrolto	4.9	Filmnagar	2144	1200	0	Café	Pastries
Huber&Holly	4.4	Banjara Hills	1594	700	0	Café	Pastries
Van Lavino	4.6	Jubliee Hills	1362	1200	0	Café	Pastries
Stikstof	4.9	Madhapur	1506	500	4	Café	Pastries
Ci Gusta	4.6	Madhapur	1455	1400	0	Café	Ice-cream
Eclaire	4.3	Banjara Hills	715	600	0	Café	Ice-cream
Euphoria	4.6	Sainikpuri	2807	500	10	Café	Pastries
Naturals	4.9	Jubliee Hills	4683	200	2	Delivery	Cakes
Pista House	4.4	Nampally	1743	250	10	OTC	Ice-cream
Feu	4.3	Jubliee Hills	424	110	0	OTC	Cakes
Feranoz	4.4	Banjara Hills	394	600	0	Café	Pastries
Creamstone	4.6	Jubliee Hills	1776	350	21	Café	Pastries
Delhi9	4.4	Gachibowli	1557	700	0	OTC	Ice-cream
Karachi Bakery	4.7	Banjara Hills	1857	450	23	Café	Pastries
Icekraft	3.9	Banjara Hills	569	300	1	OTC	Cakes

Eclat	4.1	Gachibowli	775	700	0	Café	Ice-cream
Little Things	4.2	Banjara Hills	355	800	9	Café	Bread
Nimrah	4.9	Charminar	1294	250	1	Café	Pastries
Subhan Bakery	4.4	Nampally	2199	150	0	Café	Cakes
Famous Ice Cream	4.4	Nampally	1104	150	0	OTC	Cakes
Corner Bakers	4.3	Kothapet	851	500	2	OTC	Ice-cream
Terrasesen Café	4.3	Banjara Hills	359	800	0	Café	Cakes
Ks Bakers	4.4	Uppal	1841	300	12	Café	Pastries
Café Niloufer	4.6	Lakdikapul	1054	150	0	OTC	Cakes
King And Cardinal Bakery	4.6	Himayath Nagar	1518	350	0	Café	Cakes
Gourmet Bakalava	4.5	Banjara Hills	617	500	0	OTC	Cakes
Frozen Desserts	4.2	Hitech	318	400	1	OTC	Pastries
Sahara Bakers	4	Nalakunta	627	200	0	Café	Pastries
Velvet Patisserie	4.1	Banjara Hills	184	250	0	OTC	Cakes
Vac's Pasteries	4.4	Jubliee Hills	1292	400	1	Café	Pastries
Labonel	4.5	Gachibowli	649	1000	2	Café	Pastries
Indulge Ice Cream	4.4	Banjara Hills	442	250	3	OTC	Cakes
Old Madras Baking Company	4.1	Gachibowli	559	700	1	OTC	Ice-cream

Dunkin' Donuts	3.7	Banjara Hills	625	550	1	Café	Bread
Bakers Q	4	Amberpet	480	400	0	OTC	Desserts
Ghrelin Café And Patisserie	4.1	Basheer Bagh	251	650	0	OTC	Cakes
Baba Bakery	4	Falaknuma	462	150	0	Café	Pastries
Oh So Stoned	4.3	Banjara Hills	847	400	5	OTC	Cakes
Ocean Of Bakes	4.2	Nizampet	522	400	0	OTC	Ice-cream
Delizie Café & Patisserie	4	Filmnagar	333	650	0	OTC	Cakes
The Belgian Waffle Co.	4.2	Begumpet	359	350	8	Café	Pastries
Tipsy Topsy Bakers	4.1	Dilsukh Nagar	527	400	15	Café	Desserts
Tempteys	4.3	Gachibowli	391	350	14	OTC	Cakes
The Willow Bake Shop	4.1	Banjara Hills	175	500	0	OTC	Ice-cream
Guilt Trip	4.5	Somajiguda	538	800	1	Café	Pastries
Sanjos Donuts	4.4	Somajiguda	586	400	10	Café	Pastries
London Bubble Co.	4.1	Jubliee Hills	287	400	4	Café	Desserts
5th Avenue Bakers	4.2	Sainikpuri	710	400	0	Café	Pastries
Gelatissimo	4.1	Jubliee Hills	223	350	3	Café	Desserts
Flavoroso	4.1	Gandipet	171	300	0	OTC	Ice-cream

Tri-La Patisserie	4.3	Bowenpally	582	500	3	OTC	Cakes
Stop N Go Bakers	4.1	Begumpet	370	450	0	Café	Pastries
Amul	4.3	Gachibowli	385	150	2	OTC	Cakes
Cake Zone	4.1	Madhapur	2971	200	2	OTC	Ice-cream
Almond House	4.3	Himayath Nagar	486	300	5	OTC	Cakes
Eskimos	4	Gandipet	268	400	1	OTC	Desserts
Haagen Dasz	3.7	Jubliee Hills	152	800	1	OTC	Desserts
Piccolo Gelato	4.1	Kondapur	176	250	0	OTC	Desserts
The Chocolate Room	4	Somajiguda	424	600	7	OTC	Ice-cream
Le Café Novotel	3.9	Hitech	238	1000	0	Café	Desserts
Brown Bear	3.8	Himayath Nagar	234	500	9	Café	Pastries
Frozen Bottle	4.1	Gachibowli	265	300	12	OTC	Cakes
Cake Bank	4.1	Himayath Nagar	362	200	0	OTC	Milkshakes
Finom	4	Panjagutta	92	800	0	OTC	Cakes
Cream Chemistry	4	Secunderabad	230	400	6	Café	Pastries
Bonito	3.2	Jubliee Hills	73	600	0	Café	Desserts
Cake Exotica	3.8	Ameerpet	199	200	2	Café	Pastries
Paradise Bakery	4	Secunderabad	354	200	0	OTC	Cakes

Buona Dolce	4	Jubliee Hills	153	300	1	OTC	Cakes
Morine Bakery	4.1	Mehdipatnam	344	150	0	Café	Desserts
Oven Secretz	3.7	Mehdipatnam	212	300	0	OTC	Cakes
Roma's Bake Shop	4.1	Bowenpally	94	500	0	OTC	Desserts
The London Shakes	3.9	Kothapet	236	500	3	OTC	Cakes
Swiss Castle	4	Banjara Hills	174	200	12	Café	Milkshakes
Country Oven	3.8	Ameerpet	274	500	6	OTC	Cakes
Café Coffee Day	3.8	Himayath Nagar	211	600	56	OTC	Cakes
Thinespo Dessert Shack	3.8	Kompally	144	400	0	Café	Desserts
Mycreamchip	3.8	Kondapur	146	200	1	Café	Desserts
Dark Stone	4	Kukatpally	185	350	5	OTC	Desserts
Cupcake House	4	Maredpally	230	150	0	Café	Desserts
Café Cupz	3.7	Kukatpally	85	600	0	OTC	Desserts
Temptations	3.9	Kompally	195	500	6	Café	Desserts
Keventers	3.5	Banjara Hills	137	400	10	OTC	Desserts
Whatta Waffle	4	Banjara Hills	112	300	1	OTC	Milkshakes
Coffe N Cakes	3.2	Sainikpuri	109	400	0	Café	Desserts
Daily Treats - The Westin	3.7	Hitech	148	2000	0	Café	Desserts

Cakesclub.Com	4.3	Gachibowli	3837	400	3	Café	Pastries
ZUCI Chocolates	4	Jubliee Hills	111	650	0	OTC	Cakes
Quik Cakes	4	Madhapur	2684	500	1	Café	Desserts
Sweet Truth	3.9	Gachibowli	1862	300	18	OTC	Cakes
7th Heaven	3.5	Ameerpet	116	300	1	OTC	Pastries
Jarlie Desserts	3.9	Gachibowli	206	300	0	OTC	Desserts
Fabelle	4	Gachibowli	68	700	0	OTC	Desserts
Cake L'amore	3.9	Kondapur	1538	250	2	Café	Pastries
Café Aura	4.6	Jubliee Hills	1899	1600	0	Delivery	Cakes
The Thickshake Factory	4.2	Kukatpally	671	300	50	Café	Pastries
The Makers Of Milkshakes	4.2	Madhapur	377	400	56	OTC	Milkshakes
Puff House Bakery	4	Hitech	137	400	0	OTC	Milkshakes
Ohri's Cake Shop	3.6	Hitech	441	450	6	Café	Desserts
Here's What's Cookin'	4.5	Madhapur	1251	750	0	OTC	Cakes
Cakelush	3.6	Madhapur	257	400	1	Café	Desserts

Annexure – II

Market research and analysis of opening a new bakery in Hyderabad

1. What age group do you belong to?

Mark only one oval.

- 16-25
- 26-35
- 46-55
- 56-65

2. What is your gender?

Mark only one oval.

- Female
- Male
- Other: ____________

3. What is your occupation?

____

4. If employed, what range does your annual income fall in?

Mark only one oval.

- below 5L
- 5L -10 L
- 10L- 20L
- Above 20L

Mark only one oval.

- Everyday
- once a week
- 2-3 times a week
- once a month
- Only for special occasions such as holidays, birthdays, guests visiting
- Never

6. What time of the day do you prefer visiting bakery cafe?

Mark only one oval.

- Morning
- Afternoon
- Evening or Late Night
- No preference

9. What would be the most likely reason for you to visit any bakery cafe?

7. How much time do you typically spend in a bakery cafe?

Mark only one oval.

- ◯ Grab and Go
- ◯ Finish food and leave
- ◯ Sit and Enjoy
- ◯ Any of the above depending on the place

8. Who are you most likely to visit the bakery cafe with?

10. What types of baked goods would you be interested in purchasing?

Mark only one oval.

- ◯ Cakes and pastries
- ◯ Breads
- ◯ Ice-cream
- ◯ Pies and Tarts

11. What type would your ideal bakery be?

Mark only one oval.

- Counter Service
- Cafe
- Home Delivery

12. How much is your typical cost per person (INR) during your regular visit to a bakery?

Mark only one oval.

- <=300
- 300-500
- 500-1000
- Above 1000

13. Would opening a new bakery shop in your proximity increase the frequency of your visits?

Mark only one oval.

- Yes
- No

14 kind of bread do you usually buy?

Mar only one oval.

- Commercially available Branded bread
- fresh baked Unbranded bread
- Do not consume bread

15. Do you follow any special diet?

Check all that apply.

- [ ] Vegan
- [ ] Gluten-free
- [ ] Diabetic (Sugar-free)
- [ ] None

16. Would you be willing to pay higher prices for better-quality or organic products? (Yes/No)

17. Would you prefer eating healthy alternatives to traditional sugar rich pastries? (Yes/No)

18. What is the most important factor that attracts you to any bakery cafe?

Check all that apply.

- [ ] Affordability
- [ ] Quality
- [ ] Service
- [ ] Ambience
- [ ] Location
- [ ] Parking

19 products would you definitely like to see at a bakery?

Chec all that apply.

- [ ] Cakes and pastries
- [ ] Pies, tarts and other desserts
- [ ] Fresh Baked Bread
- [ ] Cookies

Other: [ ] ______________________

20. What else would you like offered at a bakery cafe?

Check all that apply.

- [ ] Coffee, tea and other drinks
- [ ] Sandwiches, Burgers and Pizzas
- [ ] Baked Savory goods

Other: [ ] ______________________

21. What's your favorite bakery of the following in Hyderabad?

Mark only one oval.

- ( ) Karachi Bakery
- ( ) Labonel
- ( ) Concu
- ( ) Churrolto
- ( ) KS Bakers
- ( ) Other: ______________________

22. State the reason for the above being your favorite bakery.

23 else would you like to see the most in a bakery cafe?

Mar only one oval.

- Live Music
- Board Games
- Books and Magazines
- Live Sports screening
- Child-friendly seating
- Other:

24. Are you aware of food Quality Certification?