

‘Home Baking’: An Enterprising Area in the Entrepreneurial Arena – A Study

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Abstract

Being the second inhabited country within the world, the Asian country is facing an increasing state. Among the trade that's developing the welcome and commercial enterprise trade plays an important role in increasing job opportunities. This can be conjointly the trade wherever several area units trained and formed as entrepreneurs thanks to the most important social crisis "unemployment", it's wise to train additional entrepreneurs. This leads several to face the social challenge of the state by being associate businessperson, help themselves with their own business and making opportunities for others. In recent years, people have become more and more forward on starting up their businesses even in small-scale due to unemployment and various reasons. One of those small-scale, creative and developing such businesses is Home Baking. Home baking Entrepreneurs or Entrepreneurial Home bakers always have numerous possibilities in doing their business. These Entrepreneurs who do home baking have more freedom than most of the commercial bakers since they don't have limiters that are faced by the commercial bakers. Starting it as a hobby, developing it as a skill and finally making it has asset an Entrepreneurial Home baker's growth is slow but at the same time, it is very steady and broad in Home baking. This growth process may vary from each Entrepreneurial Home baker. A Home Baker's role in Entrepreneurship is also an effort in improving entrepreneurship in India thus decreasing unemployment, increasing the opportunities for self-employment and the number of employers. This study helps us to understand the role of Home bakers in Entrepreneurship in detail with various studies such as case study of Home bakers, a comparative study with commercial bakers and snowball study on home baking.

Keywords: Entrepreneur, Employment, Entrepreneurship, Home Baking, Home Baker, Business.

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INTRODUCTION

Entrepreneurs

India is the second most populated country in the world. Being a developing nation India is facing many social and economic crises. Unemployment is one of the crises faced by India. The need for employers in India is far higher than it was before. To face unemployment the nation must encourage or cultivate the younger generation to become an entrepreneur [1]. Entrepreneurs are people who start and grow businesses [2]. Entrepreneurs are required to face unemployment and stabilize the Indian economy. Entrepreneur's efforts, hard work, and Concern to his or her enterprise are pure because they work for none but themselves. In this process of creating and growing their business, they create employment opportunities for others and giving their part in growing the Indian economy.

Home Baking

"Baking is one of the oldest professions of the human race" [3]. Cavemen are the first home bakers. They lead the way for the current baking profession. Baking is a method of cooking using dry heat, especially in an oven. Baked products are prime staple foods in different cuisine. Each cuisine has its methods and way of baking. The baked products of different regions have their unique taste, aroma, and texture [4].

Home Baking is a small scale. Home Bakers does baking for household consumption and home baking entrepreneurs are the ones who sell their home-baked products. Thus home-based business came to existence. The complexity found in large scale industries is not found in home baking. The complexities such as delegation of authorities, staffing, profit share, decision-making, communication, production management, etc. Home baking is a good

choice for an entrepreneurial profession, as it provides the person with job satisfaction by putting their innovations in the products, given the condition that they have an interest and basic knowledge on baking, sufficient capital, necessary equipment, time, etc [5].

OBJECTIVES

- To identify the contribution of Home baker's in Entrepreneurship.
- To identify Home bakers works in par with Commercial baker.
- To identify the scope of Home baking.
- To identify the public's view on home baking.

METHODOLOGY

The methodology used in this research paper is the Mixed Research Methodology.

The research involves the mixing of quantitative and qualitative methods. The nature of data is a mixture of variables, words and images.

Primary sources: Interviews, Questionnaire

Secondary sources: Books, Journals and Blogs

Tool for primary data in the questionnaire sample: Customers, Home bakers, and Commercial bakers.

REVIEW OF LITERATURE

Entrepreneurs

Entrepreneurs play a vital role in the Indian economy. An individual's entrepreneurial skills and competencies help in industrial development. The economic development of a nation depends upon industrial development. Entrepreneurial development involves the implementation of various procedures, functions, and activities that are associated with perceiving opportunities and the formation of the organizations to pursue them. Entrepreneurs experience several opportunities and challenges within the course of pursuance of their goals and objectives. the foremost areas that are taken under consideration to know the importance of entrepreneurship in India are, history of entrepreneurship, abilities of an entrepreneur, motivating factors of entrepreneurship, women as entrepreneurs and specific entrepreneurship challenges [6].

A definition is regarding description, identification is regarding recognition. It's ordinary easy to travel from definition to identification, however, once an issue may be a person, this can be not the case. Distinctive a selected quite individual, like the enterpriser, maybe a subjective method regardless of however well outlined or understood. However it is not solely judgment that bedevils analysis and identification. There's the other problem that people modify, develop and mature over time. Once given with the right chance or the right motivation, folks typically

discover entrepreneurial abilities they never knew that they had. This can be why distinctive potential entrepreneurs may be a different task of distinctive active entrepreneurs. Potential entrepreneurs cannot be treated throughout this manner as a result of they have nevertheless to demonstrate their abilities. Entrepreneurs create and build the future and that they are to be found in every walk of life and every group of people [7].

A report from the Asian Development Bank (ADB) suggested that the Indian economy has many characteristics of oligarchic capitalism and there is a chance that this sort of capitalism would further consolidate within the country, which may slow long-term development of the country. Allowing entrepreneurs to possess will enable them to use their assets as collateral and thus increasing the economy of the country and the business. New organizational mechanisms like incubators have helped start-ups to grow and convey innovative products and services into the market [8].

Entrepreneurship and Unemployment

Unemployment represents the number of persons without jobs who are available for and actively seeking work. There are two measures of unemployment [9].

One of the foremost problematic crises Janus-faced by any economy is the state. State not simply affected the uneducated however conjointly has roots among the educated sectors. Bharat being a young country constitutes a significant chunk of its population being youth and to faucet their full potential we want the correct system to empower our youth with the rigid set of skills and opportunities [10].

We can be power-driven and equipped with entrepreneurship that may be a nice weapon. Youth by default square measure energized and authorized, they are willing to explore new territories and take up new challenges and risks. Whereas operating as associate degree businessperson, a non- public gets to work on multiple things, juggledifferent roles and switch them into higher leaders and higher people. Omitted the fact that Entrepreneurship brings a pile from investors and even foreign shoppers, it conjointly options a key role to play in building a temperament. once battling state, entrepreneurship could also be an answer, entrepreneur's open doors to new ventures, new business, new alliances, etc. associate degree businessman gets the chance to expand his/her venture once associate degree capitalist is willing to speculate in their start-up venture. Recently entrepreneurs square measure willing to rent to even resources who haven't got formal education or a degree, however, have the right angle, talent set, and disposition to search out, which can be a huge shift among the thought method as compared to company or big firms who square measure

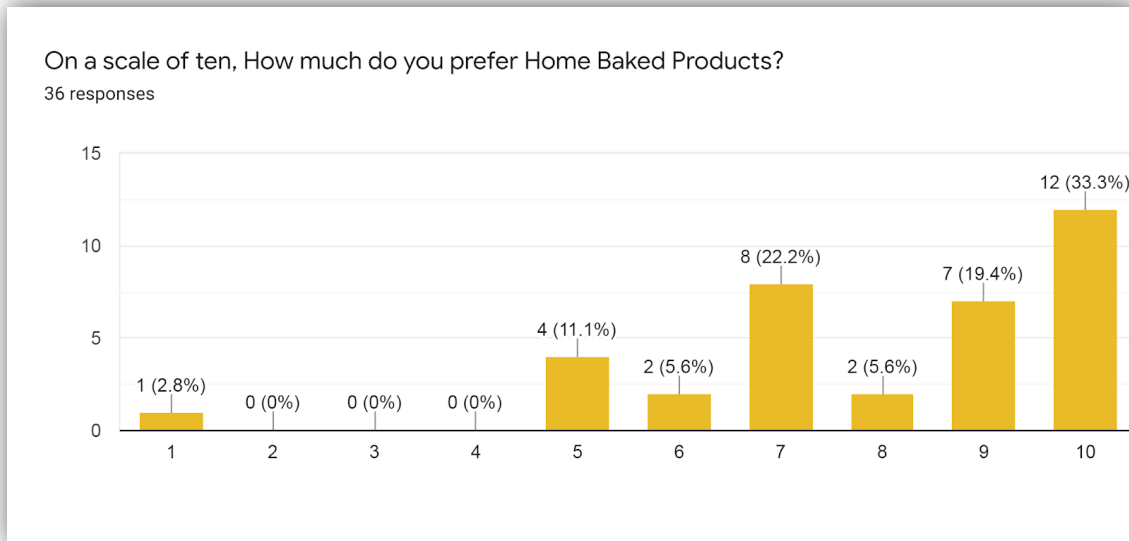
adamant on hiring from conference school or rank candidates on the premises of qualifications, not capabilities. The manner forward ought to be to see Entrepreneurship Development policies and establishments from the government that focuses on harnessing the ability of the youth and empowering them with the tools and suggestions that venture out. Of course, not all ventures can begin and few ought to encounter failures usually, the policies ought to be planned throughout due to cowl that and promote a harmless innovative setting for entrepreneurs to flourish. Entrepreneurship isn't a money-driven venture however a passion-driven one that facilitates positive modification among the society. The role of the government in entrepreneurship ought to be that of a supporter and not a controller. Thanks to the increase in technology the web has paved the manner for

businesses to expand with none geographical barriers. Several young minds currently perceive the importance of observing mild business growth, forming the right team and empowering it to cause that growth. Trade consultants say any business that adds price to the quality of the lifespan of youth will see growth. Start-ups have the chance to grow and become huge. Keep difficulties yourself and keep pushing yourself [11].

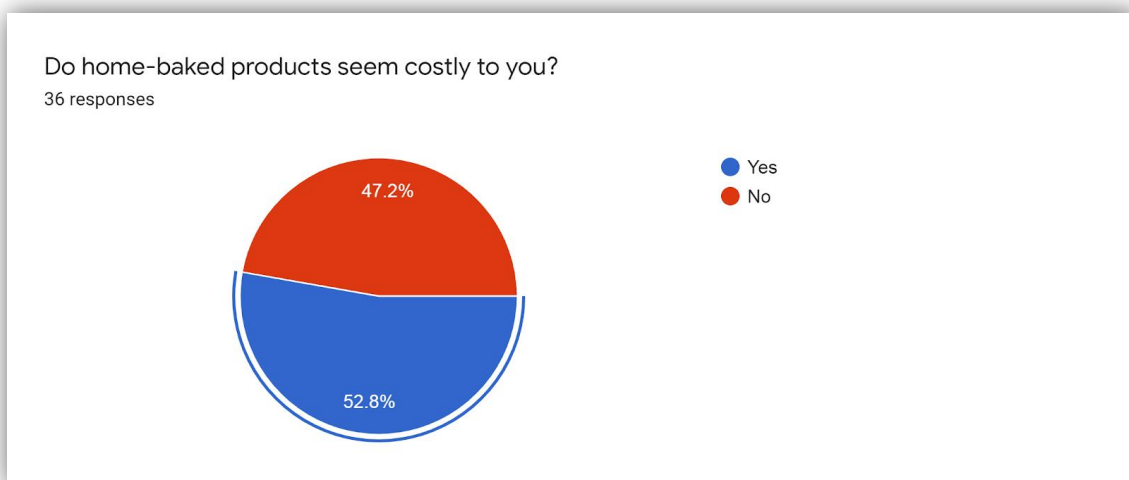
Unemployment can be reduced throughout the business cycle but cannot be eliminated under capitalism, because a low rate of unemployment will increase wages and power of the working people [12].

Findings

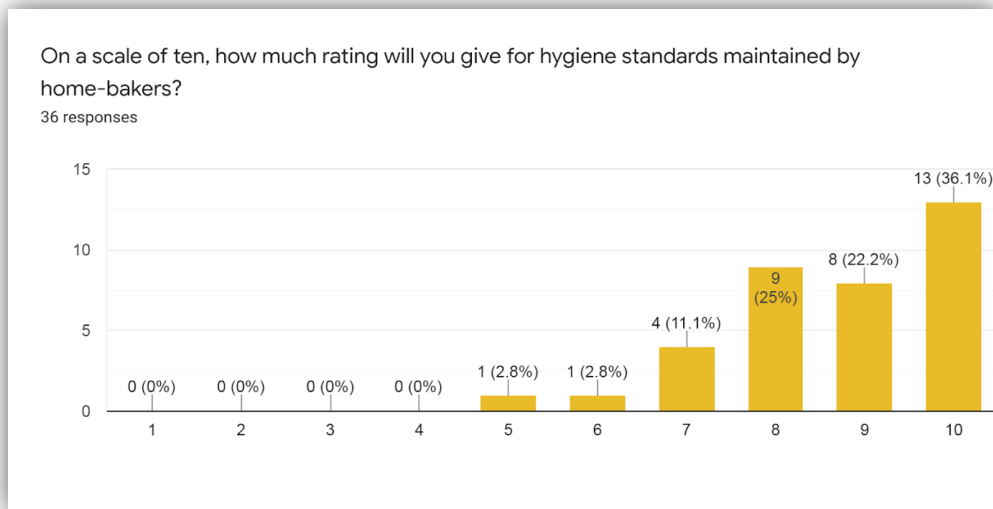
Survey report of customer's views on home baking



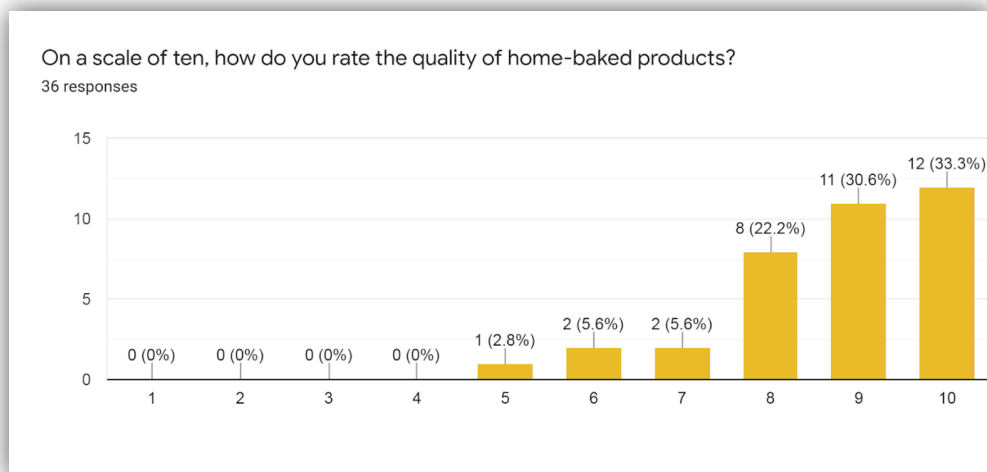
On an average 86% of the populace are welcoming Home Bakers.



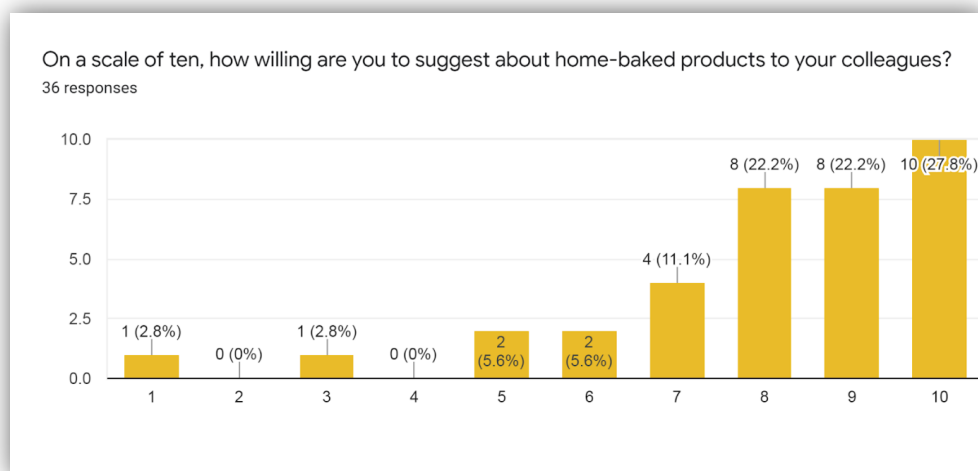
According to their opinion customers marked their answers.



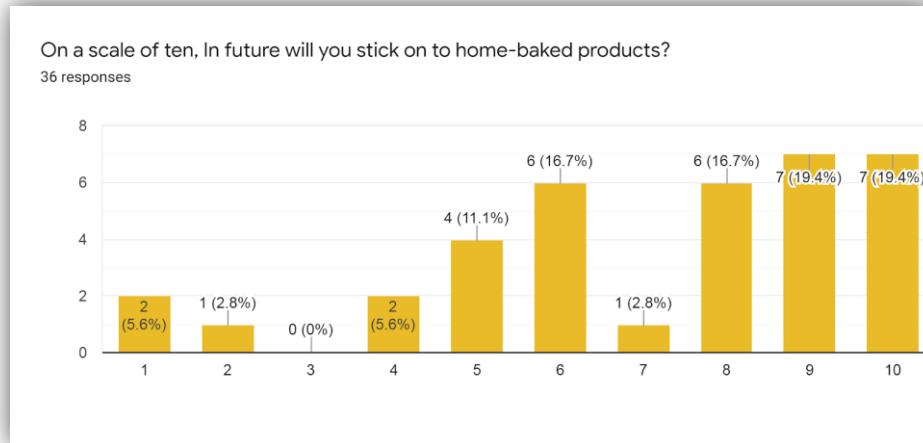
All the populace have become so knowledgeable that they have a general idea of what are home baking and its nature.



On average, 99% of the populace feel home-baked products are of good quality.



On average, 89% of the populace are comfortable enough to suggest to their social circle.



Other than the 25% of the populace rest 75% are loyal and accept home-baked products.

Factors that make the customer drift from home baking to commercial baking

Going through all the reasons it is been seen that few common factors which lead them not to opt for home baking are

- 11% Price,
- 26% Quality,
- 17% Creativity and Taste,
- 12% Time and Convenience, and
- The rest 34% have other reasons.

Home bakers in Entrepreneurship (IHM Chennai Alumni)

*Note: Pseudo names are used to protect their privacy.

Case Study 1: Ms. Priya (Home Baker in Chennai) Affinity to baking

Step by step Ms. Priya got attracted to baking. First, it was just a favorite T.V. show as time passed by Ms. Priya got more and more involved in it. Thus a day came when she started baking.

“It is like a stress reliever. A wonder made of science and creativity. The moment when someone gives a positive comment about your product is bliss.” She says.

The journey she started from the age of eight is still going on.

Starting up a Home baking business

Baking gave happiness and enabled her to incorporate creativity into her work. As a result of this, she chose to start up a home baking business.

When she started doing the business it was a rough path where I could not expect any steady demand or incur noticeable income. It took hours of effort to standardize. She had support from her colleagues and teachers who helped in quantifying her strengths and weakness.

Now at present, her business is going great and most of her customers are loyal. She has achieved repetitive business.

Customer service goals

Home bakers are expected to deliver a product of higher quality from their customers. Like all other home bakers, Ms. Priya was expected to give products of good quality, taste and appealing appearance.

With her knowledge that she got through learning and experience, and with the resources in her possession she can satisfy her customer. This is the result of all her efforts.

Comment on Home Baking Entrepreneurship

“When the business is expanding it needs more manpower, it will help provide job to skilled workers”, says Ms. Priya.

Customer Comment

“Ms. Priya is a dedicated home baker to produce healthy home-baked products to his customer. He has earned a good number of promising customers through his healthy way of producing home-baked products...and he has a good future as an entrepreneur in the field of home baking.” says a customer.

Case Study 2: Mr. Vijay (Home Baker in Chennai) Affinity to baking

Mr. Vijay as same as Ms. Priya got inspired by T.V. shows that depict the art of baking. At a very young age thirteen he got his aspiration of baking. Baking became an essential part of his life.

“Baking never makes me feel bored. Even though it requires a lot of physical activity, it always seems effortless to me” he says.

It's like when he starts baking he is completely a different person. His thoughts get sharpened and his concentration towards the work is heightened.

Starting up a Home baking business

Starting up a business is a challenging task but for home bakers, home baking is an already active part of their day to day life. With a small investment and using all things that are found within the household to run the business is how Mr. Vijay started up his business. Through the progress of years, purchasing equipment in a steady interval to avoid shortage of capital is the way he brought up his business.

With his support from his colleagues and teachers who helped in promoting his business to their known circle, he was able to successfully grow his business.

Customer service goals

All his customers are expecting quality and something new in every purchase that forces Mr. Vijay to expand his creativity. As a result, he can satisfy his customers. His customer's needs make him evolve on each order he takes up.

Comment on Home Baking Entrepreneurship

"People have started preferring home-cooked food so home baking might become a prominent career; also it may not be a primary income for many but definitely can be a secondary income", says Mr. Vijay.

Customer Comment

"I see Mr. Vijay as a budding home baker, who has just ventured into home baking. As a customer, I like his products, their quality, taste and it's a healthy approach to the baked product compared to commercially available ones. As a person who has seen at work, I appreciate his dedication towards baking. As I said earlier since he just ventured in home baking he learning a lot from his experiences and improving steadily. I just want to say he has to improve on managing the financial part of it, but he will learn it on his way. I think Mr. Vijay as an individual is passionate and has potential in home baking." says a customer.

Comparative Study between Home Baking and Commercial Baking

Baking as an industry it can be of commercial baking and home baking. The commercial baking industry produces a large quantity of quality baked products for sale in the market. Home baking is small units that produce quality baked goods at minimum cost and not produce bulk like the commercial ones, and the baking can be customized as per customer's wish. Since unemployment is in its peak home baking is a good option since the food industry does not fade away as long as humans love eating food. During this time, many have started with one and even doing great business. Home baking is turning out to be people's

favorite as personalization of products happens and at an affordable rate. As it is made in a home it is also hygienic with no preservatives. They also make it with a lot of effort and with great care, make it attractive. Home baking also gives us with freshly baked products. Since commercial bakers bake products in a larger quantity it's all done together, the products are stored and used for several upcoming days.

Based on the questionnaire conducted on Home bakers, Commercial bakers and Customers following information is been found

- Both home bakers and commercial bakers fulfill their orders by delivering the products before time. A commercial baker requires about half a day to complete a cake order placed the previous day.
- A home baker requires a one day to complete a cake order which placed a day before

Delivery and Marketing

- Commercial bakers almost cover delivery all major areas in Chennai since they have multiple branch shops whereas home bakers all pinned within their locality. There are some exemption cases where a delivery is carried out for a long distance.
- Home bakers use social media as their primary source of marketing (free).
- Commercial bakers use paid promotions such as printing of flyers, paid media advertisements, etc.

Customer Service Goals

- Home baker's customers are content about the product taste and they are satisfied by the overall products.
- Commercial baker's customers are satisfied by the overall product but they are not that content about quality and taste.

Business Operations

- Home bakers create new and creative products very often.
- Commercial bakers launch a new product in a very slow frequency.
- Hygiene standards are maintained by both.
- Commercial bakers don't use handpicked fresh ingredients since they purchase in bulk and store it.
- Home bakers purchase in smaller quantity which results in freshly handpicked ingredients.

DISCUSSION

Survey report of customers on home baking

Are studying the home bakers (IHM Chennai alumni) who resides in Chennai, we can understand the

different aspects of Home bakers and home baking. Entrepreneurs have more freedom than any employee. Establishing a home baking business by becoming an entrepreneur will enable the individual to bring out many creative ideas and innovative business strategies, attracting more customers and leading the business to a more stable and profitable state. Home bakers are easy to approach and sociable since they are within the social circle of an individual. A home baker (entrepreneur) can find fulfillment in the business that he or she doing. A task which provides you fulfillment will have a positive output most of the time.

Comparative study between Home baking and Commercial baking

Through the study, we can understand home baking and commercial baking based on different elements such as time, delivery, marketing, service, and business operations. In each element, the comparison reveals the current scenario of home baking by comparing it to commercial baking. The study provides us with information that enables us to navigate the advantages of home baking. The advantages are

- The time required to fulfill an order by home baker is almost in par with the commercial bakers.
- The marketing strategies of home bakers are free of cost, which is done through social media, family, and peers.
- Home bakers deliver at the most quality and tasty products which satisfy their customers.
- Home bakers operate in an innovative and standardize way.
- They follow proper hygiene standards.
- The ingredients used are fresh and handpicked.
- Their products are freshly prepared.

CONCLUSION

After conducting multiple studies through this research paper, the conclusion is that Entrepreneurs who are home bakers have started playing an active role in the growing industry. They may be small but the increasing demand for home-baked goods will change things entirely shortly. The study helps us in understanding the huge scope of home baking. As a budding entrepreneur, an individual can explore a wide variety of strategies and innovative ideas that helps them in growing their business. As commercial bakers,

home bakers also produce results that are in par with them. The restriction faced by commercial bakers is not faced by home bakers since they are the owner of the business. Home bakers have positive growth in becoming an experienced Entrepreneur and a professional baker. So, budding chefs who love baking can take home baking business and become Entrepreneurs.

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