



An Attempt To Overview The Most Famous And Traditional Bakery Business Of Goa

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ABSTRACT

The objective of this study work is to outline the most significant and historic bread industry in Goa. Data is acquired through interviewing and visiting bakery facilities in the state of Goa. Bakery industry is extremely vital to Goans as people of Goa buys bakery goods on regular basis and bakery things are liked by all the people. They are becoming prominent day by day. Bakery items are highly delicious, soft and also simple to digest. Nowadays individuals have grown quite busy in their life and they have practically no time to cook breakfast and thus they have to rely on bread and other bakery things. In this environment, bakery producers are increasingly contemplating the implementation of process analytical technology introduced by the United States Food and Drug Administration to enable the manufacturing of bakery goods with better safety, product quality, and process efficacy. Studies on the uses of process analytical technologies for the bread sector are explained and examined within this article.

KEYWORDS bakery product, bakery, business, food industry,

INTRODUCTION

It was started and led by the visionary Annasaheb Balasaheb Chakote and focused on the production and distribution of baked food goods. It produced 180 different items, the majority of which fell within the categories of baked goods, health food, desserts, and nankeen (salted) cuisine. In addition to Maharashtra, the company's dealers and distributors can be found in Goa, Karnataka, and Andhra Pradesh. Expanding the company's distribution network across the rest of Maharashtra and its neighbouring states was a goal of the company's growth strategy. Consumer demand in some sectors was not being met since it was finding it difficult to keep up with the need for new items. An growth strategy for Chakote was developed in February of this year. Baking is the art and science of cooking food using lengthy periods of dry heat operating by convection rather than thermal radiation, usually in an oven or on hot stones. There are many recipes that call for it, but the most common ones include breads, pastries, pies, tarts, and cookies. During baking, the carbohydrates in the food are transformed into a different form, and the food's outside surfaces become a golden brown.

LITERATURE REVIEW

RATNADEEP ROY ET.AL (2018) Our study has led to the creation of a nutraceutical product herbal bread that improves the colour, flavour, texture, taste, general acceptability, and shelf life of typical bread samples. Analysis such as Sensory Analysis and ANOVA have been used to improve the herbal bread sample. In our investigation, the most often approved samples are herbs (5% and 15% w/w), spices (8% w/w), phycoerythrin (20%), ascorbic acid (10%), yeast broth (5%), and sugar (5%). A longer shelf life was observed for these bread samples when stored at ambient or chilled temperatures as opposed to room temperature.

SINDHU RAVEENDRAN ET.AL (2018) When it comes to food preparation, the usage of enzymes or microbes has been around for quite some time now. Technology has led to the development of new enzymes with a broad variety of uses, as well as new application areas. Bacteria, yeasts, and fungi as well as their enzymes are often utilised in food preparations to enhance the flavour and texture, as well as provide significant economic advantages to the food industry. Plants and animals favour microbial enzymes because of their ease of manufacturing, cost-effectiveness, and consistency. Here, we'll take a look at how enzyme technology has advanced recently in the food industry. Enzymes employed in food processing, the microbiological source of these enzymes, and the vast variety of their applications are covered in this article.

SMITA KAGWAD ET.AL (2019) Health, enjoyment, and ease are the primary drivers of innovation in the bread, bakery, and pastry industries. Product innovation in bread and other baked goods is being influenced by current culinary trends, according to this article. Bread and bakery aren't only a supplement to the food provided in restaurants, but a crucial part of the creative offers of prominent chefs in new cuisine. Examples of what spurs creativity and what's essential will be gleaned through a case study of some prominent Bengaluru-based small businesses and cafés. The bread and dessert business will also be examined for the impact of these innovation trends.

RIFNA E. JEROME ET.AL (2019) People of all ages across the world like the taste and digestibility of bakery items, which is why they are so widely eaten. It has been made even easier to consume these foods by the availability of a wide range of items such as bread, cookies, muffins, cakes, tortillas, rolls, wafers, and pies. Many biochemical alterations, complicated interactions, and physical modifications have yet to be fully understood in the food business due to a wide range of variables in processing settings and raw material quality. As a result of the baking process's insufficient integration of controls, several operational and product

problems have been observed. Bakery manufacturers are increasingly contemplating the use of process analytical technologies developed by the FDA in order to improve the safety, quality, and efficiency of their goods and processes. This article outlines and reviews studies on the use of process analytical technologies in the baking sector.

STEPHEN C. NWANYA (2015) The bread supply chain network in Onitsha City was used to establish optimal inventory levels for different bakery supplies. Bakeries were asked to fill out a series of structured questions. The model's optimised design was compared to the already installed systems. N 564,408,477.28 is spent on energy yearly by 90 bakeries with combined capacity of 3960. In all, 66.75 percent of this amount is spent each year to fulfil diesel needs, while firewood and gasoline account for 22.57 and 10.66 percent, respectively. According to the ABC research, flour has a content of over 78%, sugar has a content of 13%, and the other components have a content of 9%. High operational expenses have been cited as a key obstacle to the sector's expansion. As a result, the bread sector is less appealing because of the high cost of bread and low pay. Supply chain competitiveness is enhanced by N 6,957.51 in savings as a result of optimization technique. In the course of a year, the supply chain's inventory turnover is measured at 73 inventory rotations. These results, if followed, would help alleviate the nation's growing food insecurity since bakeries play an important role in providing food security.

INDIAN SCENARIO

Currently, India is the world's second-largest food producer behind China, and it has the potential to become the world's largest. One of the largest segments of the processed food business in India is the Indian bread sector. Bread and biscuits are the most popular baked goods in the nation, accounting for more than 82 percent of all the country's bakery products.

Bread, biscuits, and cakes make up the majority of the Indian bakery market.

A total of 1.3 million tonnes of bakery goods are produced by India's organised bakery industry, with the remainder coming from unorganised, small-scale local businesses.

Although there are several automated and semi-automatic bread and biscuit production operations in India, many people prefer fresh bread and other items from the local bakery.

Since then, they've expanded into a variety of other baked goods as well, not only bread, cakes, and cookies. Competition has risen as a result of new product introductions by firms including Britannia, Biskfarm, and Morish.

Some of the most often consumed types of biscuit in India include glucose and milk biscuits as well as the Marie and cream biscuits, crackers and digestive biscuits.

This industry is dominated by Britannia, which holds the top spot, followed by Parle and ITC Foods, all of which have significant market shares.

A combined 38% of the entire volume of Indian branded biscuits is accounted for by Britannia and Parle.

A combined 90 percent of the market share is held by Britannia and Modern Industries Ltd, the two largest competitors in the bread sector.

Spencer's in South India, Kitty and Bonn in Punjab, and Harvest Gold and Perfect in Delhi and the National Capital Region are some of the other big regional businesses in the Indian food market (NCR).

Over the last several years, the bread business in India has grown at a pace of more than 15% each year. There is a lot of room for expansion both domestically and internationally. An estimated 75,000 bakers work in the unorganised bread industry, most of whom are found in the suburbs of major cities.

INNOVATION

Consumers in India are increasingly demanding additional places to hang out due to their high aspirations for improved socialisation. Newer café concepts like bakery cafés, which rethink the notion of cafes by expanding existing bakeries and chocolate shops to provide additional beverage goods, have been fueled by the segment's innovation.... A bakery café, on the other hand, is primarily a baker of baked goods, with the beverage section serving as a supplement to the menu. In a normal bakery café, you'll find a variety of breads, including such unusual varieties as wheat and rye as well as more traditional breads like ciabatta and baguettes, as well as other baked goods like brioches and croissants as well as cookies and muffins.

Bakery cafés, despite the problems they encounter, have a good foundation in the market today and are expected to expand in various locations, adding several brands to their roster. There will be more new ideas and concepts in the bread business as people get more educated and the economy improves.

IMPORTANCE OF BAKERY BUSINESS TO SOCIETY

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Goa's bakeries are essential to the state's economy since the people of Goa consume baked goods on a regular basis, and everyone loves them. As time goes on, they're getting more and more commonplace. Products from bakeries are delicious, moist, and simple to digest. People's lives are so hectic these days that they don't have time to prepare a home-cooked breakfast, so they turn to bakery goods like bread. Many events, such as parties, need the provision of meals for a large number of guests, and thus necessitates the use of bakery items. There is no celebration complete without cake and other bakery goods, regardless of the occasion. Making baked goods has never been easier, thanks to today's inventive bakers. Numerous job openings have resulted as a result of these enterprises for the residents in the area. As well as creating direct jobs for individuals involved in the start-up of the company, bakeries have also facilitated the creation of additional jobs for those who outsource the production of the goods sold in retail outlets.

Types of Goan Bakery Products

1. Cakes

At weddings, anniversaries, and birthday parties, cake is a traditional part of the spread. There are infinite ways to make a cake. ' Butter, oil, and margarine are common fats used in cakes. Leavening additives like baking soda or powder are also common in cake batters.

2. Bebinca

This classic pudding is a piece of soft, sweet bliss, painstakingly crafted with each layer cooked individually and sprinkled with almonds.

3. Dodol

In Goa, Dodol is a famous delicacy prepared with coconut, jaggery, and rice flour that is sticky, sweet, and thick. Few days are required for its preparation.

4. Baath

To make a delicious cake made with freshly grated coconut and semolina, try making bharth (also known as baath). Cooked in a clay oven, this dish is rich, juicy, and full of flavour.

5. Pattice

Pattice is adored by the majority of Goa's residents. Pattice is a popular snack that may be found not just at bakeries, but also in the local tea shops. Litany festivities

are also a common occasion to serve it as a snack. Bread/Sandwich Rolls n. 11. Other popular Goan snacks include sandwiches on bread or sandwich rolls. This bread is available in a variety of fillings, including a cream-filled version of mayonnaise.

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DIFFICULTIES FACED BY THE GOAN BAKERY INDUSTRY

One of the oldest Portuguese culinary traditions is in danger of disappearing from its Indian home, Goa, where the poi (also known as pao bread) was born. Many traditional bakeries have closed their doors owing to a lack of competent workers, rising costs of raw ingredients, and a poor profit margin. For some time now, Goan bakers have been requesting that the government raise the price of bread in order to meet their rising costs, but the government has failed to comply. Modern bakeries like Monginis are also a major threat to their business. Goa's bakers are doing all they can to preserve the bread-making tradition in the state.

compelled to sublease their company to other parties. More than a thousand small-town bakers, referred to as "podders" by their neighbours, are closing their doors and no longer using their clay ovens at midnight to prepare poi for breakfast. Outsiders are now the majority of those participating in this industry.

Traditional bakers in Goa have mostly given up their trade, according to the state's All Goa Bakers Association (AGBA). Modern developments, rising costs for raw materials and low selling prices, as well as competition from sliced bread made by major brands, are to blame for this. It's up to the government to keep this industry alive in Goa, else it'll die out. Only a few people have taken advantage of government subsidies and programmes, despite the fact that they have been implemented. The excessive paperwork or the fact that subsidies aren't sufficient to pay their expenses might be to blame.

RESEARCH METHODOLOGY

Primary and secondary data are both included in the sources of the information. The owners and staff of chosen bakeries in the state of Goa were surveyed and interviewed in person to gather primary data. Information from the most recent articles on various websites was used to compile secondary data.

ANALYSIS

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Two Italian brothers founded a catering business in Mumbai over a century ago, and the monginis brand name was born. Everything from cakes and pastries to savouries and even bread is available as part of Monginis catering services. The Khorakiwala family purchased the company in the 1960s, and since then, it has grown to be the nation's top cake brand. It was in 1971 when the notion of a franchised cake store was first proposed in India. Monginis now has a franchise network of 36 locations across Goa. When it comes to serving up mouth-watering celebration cakes, cookies and chocolate, as well as cookies, specialty breads, snacks and Oriental sweets, Monginis is the place to go. The company also provides a gift-a-cake online concept, corporate surprises, party decoration ideas and free home delivery for those who don't want to leave the house. Monginis Foods Pvt. Ltd.'s franchisee, Millennium Bakers, is a subsidiary of that firm. Over the last a decade and a half, it has been based in Goa. Datta D. Naik owns the Verna Industrial Estate, where Millennium bakers, the franchisee of Monginis foods, opened a facility in Goa in 2000. Every other baker in Goa competes with Monginis. In order to create Monginis shops where their products might be sold, Monginis granted the essential rights to anybody who wanted them once the factory had been set up. Monginis has more outlets than any other food manufacturing plant in Goa, which is a huge advantage for the firm. The corporation has 11 divisions in total. This manufacturing facility employs over 150 people.

Chirag Naik started Canapé in 2007 with a single outlet in Margao, Goa. In Panjim, the capital of Goa, a new shop was established in Miramar in 2013. Self-service, often known as a food court or a food boutique, was one of the initial concepts introduced by their first shop in 2007. When they started off, they only made cakes and pastries but eventually expanded their offerings to include puffs, pizzas, and more. They make all of their own goods and only get cake sponge from Millennium Bakery, Verna. Whether it's a birthday, anniversary, wedding or baptism cake, you may get a personalised cake from them. As a result, the marketing efforts of Canapé have been stepped up. They're known for their high-quality, locally sourced goods. There is an effort on to extend the company's customer base, as well as expand its product portfolio. Chirag Naik, a youthful and vibrant alumnus of the American Institute of Baking in the United States, has completed five successful years as proprietor of Canapé. Modern kitchen and bakery facilities complement the canapé brand by producing a wide range of fresh items in sterile circumstances. It is a sole proprietorship in Fatorda-Margao, Goa, and is not affiliated with any other companies. There are just two Canapé locations in Goa: one in Fatorda-Margao and the other in Miramar-Panjim, respectively.

The data has been tested using Cronbach's Alpha, and it has been shown to be trustworthy. Cronbach's alpha must be more than 0.70 in order to be considered

reliable, and the one calculated is 0.90, which meets this standard. According to the following table, this may be shown.

Table -1 : Reliability Statistics

Cronbach's Alpha	N of Items
.906	18

Table -2 : Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
MONSATISF	100	1	5	2.65	.880
CANSATISF	100	1	5	1.90	.969
Valid N (list wise)	100				

Mongnis goods and services have a greater degree of customer satisfaction than Canapé's. The average Monginis satisfaction score of 2.65 is greater than the average Canapé contentment score of 1.90. Factor loadings from subfactors like Quality, Attractiveness, and Presentation are strong for product-centric factors. There is a lot of emphasis on price, service, availability, and home delivery when it comes to service-oriented criteria like these. the loadings for customer-centric factors include customer care (customer service), variety (online purchasing), taste (taste).

CONCLUSION

Our research shows that most of Goa's bread enterprises are run by families, and its proprietors are almost exclusively men. For the sake of quality, the items are made using both contemporary and traditional methods of production. Bread is a staple meal for most residents of the state, hence the bakery enterprises in the area have a significant impact on the community. It's not only the traditional Goan cakes and pastries that are part of the celebrations for the Goan people. Consequently, the demand for bakery enterprises is frequently strong during the holiday season and other customary events in the surrounding neighborhoods. A

Goa bakery should make three types of bread (large loaf, gigantic loaf, and tiny loaf) to meet the needs of its clients, according to the findings of this study. In order to maximise profits, more small and large loaves should be produced, since they account for the majority of the company's earnings.

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