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Challenges and Opportunities of Women Home Baking in Social Media Platforms

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ABSTRACT: India is a country of various cultures and traditions; however, this is the country that is always ready to accept, adapt, and learn new things, be it food, apparel, technology, etc. There are a lot of technological advancements along with education that are observed these days. There is no skill or job that is restricted to a particular gender or age; everyone is readily following their own passion in some way or the other; sometimes, this interest or passion turns into a source of revenue. This article discusses the pros and cons of home bakers' missions and how the use of social media has helped them increase their sales in challenging times. The pandemic brought the world to a standstill, but it also gave an opportunity for small-time bakers and also budding entrepreneurs to follow their passion and convert it into a business opportunity. It also saw a lot of use of social media for promotion and sales but also faced a few challenges as lockdown was declared, and carrying out tasks at times became difficult. This essay demonstrates how social media helped home bakers.

KEYWORDS: Entrepreneurship, marketing, branding, packaging, advertising, pricing, social media, online sales.

I. INTRODUCTION

In recent years, India's bakery and baked products industry has expanded rapidly due to the country's high demand for processed meals. Apart from the rise in the number of locations of both independent bakeries and well-known bakery chains, many female entrepreneurs have started their own home-based bakery businesses. These women entrepreneurs want to take their passion into business and learn it either in person or online. Starting a bakery is a great option for students and stay-at-home moms because it involves very little labor and capital. Like any other business, if you want your home banking business to expand and attract paying clients, it must be managed like any other full-time enterprise. Unfortunately, the majority of home bakers struggle to attract paying clients because the marketing aspect of their business is frequently overlooked. Numerous elements are involved, including the cost and financing, license, registration, employing a group of experts, and general management.

II. PRODUCT DESCRIPTION

Product Uses and Benefits

Cake is frequently offered as a celebratory dessert at formal events like birthdays, anniversaries, and weddings. Numerous cake recipes exist; some are centuries old, some are rich and intricate, and some resemble bread. The entire body, including the brain, neurological system, and muscles, can receive enough energy from cake. Additionally, a wonderful source of fiber is cakes made with fruits, including apples, pineapples, and berries. Consuming foods high in fiber can improve our digestive systems. Some cakes are even created using carrots, which are also high in fiber. Cakes that contain all of the fruits stated above can therefore assist to improve digestion, raise our body's fiber levels, and



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lower our risk of heart disease. Therefore, cake consumption can help you maintain your physical fitness and reap many health benefits.

Raw Material

Cakes can have different compositions and recipes, but let’s focus on block forest cake, for example.

1. Cake Batter

Ingredients	Quantity
Maida	1 cup
Cocoa powder	¼ cup
Powdered Sugar	1 ¼ cup
Eggs	4
Baking Powder	1 TSP
Baking Soda	½ TSP
Vanilla Essence	4 TSP
Salt	1 PINCH
Refined Oil (or) Melted Butter	¼ cup
Boiled Milk	½ cup

TABLE 1

2. Whipping Cream

Ingredients	Quantity
Whipping Cream	1 ½ cup
Icing Sugar	3 TBSP
Vanilla Essence	1 TSP

TABLE 2



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3. Decorating, Icing, and Soaking

Ingredients	Quantity
Water	1 cup
Powdered Sugar	6 TBSP
White Chocos Chips	1 cup
Cherry Fruit	6

TABLE 3

Manufacturing Process

Take all the ingredients for baking. Then in a large bowl, sift together the flour, cocoa powder, baking powder, baking soda, and salt. Then, when everything is incorporated, whisk in the eggs, milk, oil, powdered sugar, and vanilla essence.

Then mix both together to prepare the dough. Next, grease a round baking tray and place butter paper on it. Then pour the cake batter into the baking tray, followed by leveling the batter properly, and place it in an oven preheated to 180°C.

The baked cake is removed from the oven, and the butter paper is gently removed from the cake. The outer skin of the cake is removed with a knife and then divided into three layers depending on the bottom of the cake. In a large bowl, beat the whipping cream and icing sugar with a small beater until stiff enough to decorate the cake.

Take one layer of the cake and dip it in sugar syrup, then add the whipping cream, followed by the Chocó chips and chopped cherries. Add other cake pieces on top of the cherry. The same process is repeated for the entire layer, and after the last layer is placed, the entire cake is coated with whipping cream. The cake is then hand-decorated with Chocó chips and cherries. After that, keep the cake refrigerated at the proper temperature until it is sold.

III. SCOPE OF HOME BAKING BUSINESS

1. Primary purpose

Taste quality should be visually produced in new varieties to attract customers. It should lead to continuous income generation. Customer-friendly service right product price reduction offers free delivery, etc., can generate repeat customers.

2. Secondary objective

Increase online presence through social media websites to establish their brand consistently. An offer may be made to customers through concession, etc. Reduce costs, use proper resources, and use time properly.

3. Long-term goals

Open new retail stores, hire full-time employees, and engage in partnerships. Create and present a range of new food items. Create a community for your company in the neighborhood.

4. Market objective

To market the baking business, the first family side of the house can start a small business with friends. Then we can take pictures of the cakes we made and post them on social media and sell them online. Take business to the next level by catering to events like birthdays, weddings, and Christmas as customers ask.



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5. Product objective

Cakes, biscuits, breads, candies, etc., can be made at home and sold to shops at wholesale or retail prices. Birthday cakes, wedding cakes, and cartoon cakes can be customized according to the customer’s wishes.

6. Service purpose

You can pick up art in person, online, or over the phone and offer delivery and shipping services. Respond to inquiries from customers about their products and delivery services. Take their answers and post them on social media.

7. Functional purpose

You can set aside a separate space for home cooking or baking and work on it. You can invest in equipment and packaging materials required for packing. It should be done in a clean and healthy manner by following proper norms.

8. Financial objective

The right price should be fixed for goods and services. Taking sales orders and teaching baking workshops in person or online are two ways to make money.

9. Growth objective

To expand the packing development, increase their production and hire employees. Build a strong online presence and use social media to expand your banking business. Partnerships or collaborations with other home baking businesses. Partnerships or collaborations with other home banking businesses may be sought.

CAKE MAKING FLOW CHART

DRY INGREDIENTS

- Flour
- Cocoa powder
- Baking powder
- Baking soda
- Salt

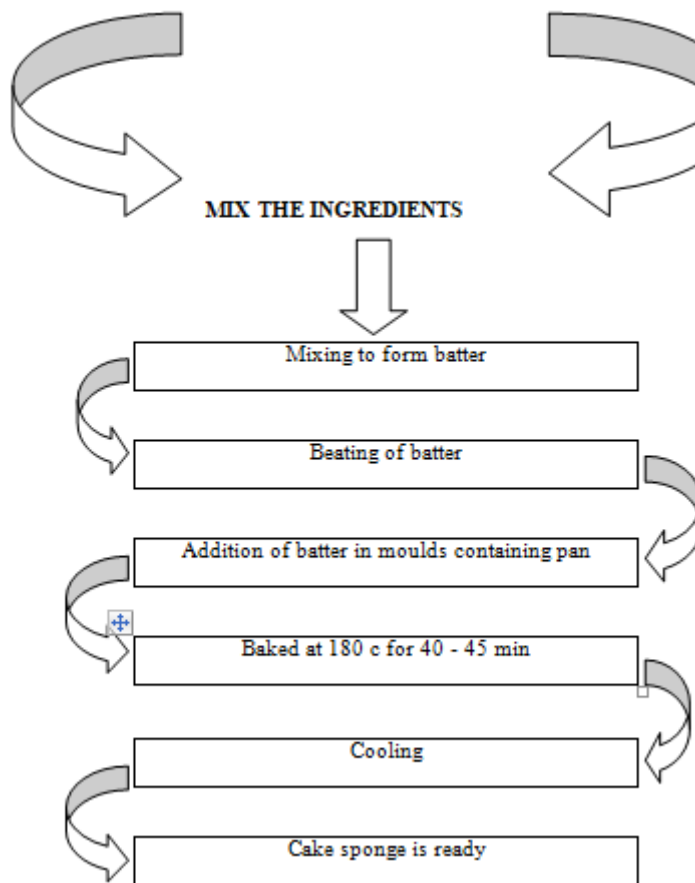
WET INGREDIENTS

- Eggs
- Powdered sugar
- Vanilla essence
- Oil & Butter
- Milk



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MIX THE INGREDIENTS



IV. ADVANTAGES OF A HOME BAKING BUSINESS

A home baking business can be a hobby or even a passion. Anyone can learn this, and after learning it, can take it as a quality business. This business can be learned through live class or online class. This would be an ideal business for those who want to do business from home.

We can start this business from our home with very little investment. It can be done well without any chemicals at home. We can make cakes with ingredients like ragi and young wheat suitable for the elderly and children.

Work from home can be done part-time or full-time as per the preference. Decisions for business can be discussed alone or with family. A business can make a profit if it buys quality products at low cost. Trade shows and markets can introduce people to the home banking business as a unique brand through general events. Running a home bakery gives us the freedom to experiment with new foods.

Being a health-oriented business will attract new customers by posting customer reviews on Instagram about cakes purchased from us. It can be a good and profitable business for women who want to start a business from home.

V. DISADVANTAGES OF HOME BAKING BUSINESS

When you want to run a baking business from home, it is difficult to set up a dedicated space for it. There may be a lack of time to continue the business after finishing the work at home. Earnings will be flexible depending on seasonal events, etc.



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New products coming into the market will require heavy investment to attract customers. It will be difficult to establish their brands consistently. It is not possible to buy too many ingredients for baking and keep them at home. So you have to go to the shops often.

It is not possible to bring the facilities of big bakeries home. The product can be made in larger quantities only if the customers ask for it. As there are few shops for packing merchandise, it will be difficult to buy the goods. Some products are very expensive and difficult to buy.

Some more and more home balers are turning to the online market. For example, Amazon, Flipkart, etc. Ice cream cakes, like chocolates and piñata cakes, are difficult during summers as they are more likely to melt when served to customers. When selling to online customers, more time needs to be devoted to things like courier tracking. Due to this there is a possibility of lack of time.

VI. PROBLEMS OF HOME BAKING BUSINESS

1. Functional challenges

A home kitchen may not have enough space to store utensils, cakes, and decorations while doing their home-baked business. It can be difficult to find reliable suppliers and stores to buy quality and correct raw materials.

2. Financial challenges

Starting a home banking business requires an initial investment, like product marketing. Competitive pricing can be difficult. The challenges of rising prices of packing materials can be difficult to overcome.

3. Marketing and sales challenges

Attracting and retaining customers in a highly competitive market is challenging. It is necessary to promote their products more to reach people.

4. Legal challenges

Getting the rights and permits to run your business from home can be challenging. Understanding the insurance needs to protect your business can be challenging.

5. Personal challenges

First, the challenge will be to get their consent at home to start a home baking business. Then finish your household chores and do your business work. Sometimes it can be difficult to run a baking business when you are not in good health or in a good mood.

SWOT ANALYSIS

Strengths	Weaknesses
<ul style="list-style-type: none"> Unique flavor combinations. Locally sourced ingredients. Personalized customer experiences. A strong online presence. Diverse product offerings. 	<ul style="list-style-type: none"> Limited brand recognition. Higher pricing due to quality ingredients. Seasonal fluctuations. Limited delivery options. Staff training challenges.



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Opportunity	Threats
<ul style="list-style-type: none"> • Growing health-conscious consumer market. • Expansion into online sales. • Partnerships with local businesses. • Food tourism opportunities. • Social media marketing. 	<ul style="list-style-type: none"> • Intense competition from established bakeries. • Fluctuating ingredient costs. • Changing food regulations. • Economic downturns. • Negative customer reviews.

STRENGTHS

- A home baking business can make the sweets that the customers ask for in the best possible way.
- It can be made according to the taste and price of the customers.
- It can be prepared in a healthy way using wheat and sorghum.
- Can offer low prices and discounts.
- They can sell their products online and in person.
- You can try packing with household items.

WEAKNESSES

- Some products have shortages.
- Inventory problem.
- Lack of brand awareness and brand loyalty.
- Poor promotional skills and low sales.
- Lack of equipment.
- Expensive products and equipment.

OPPORTUNITY

- The growing township and mall culture has created a market opportunity for the baking business.
- Home baking business helps in making products nutritious and healthy. Can try new products at home.
- Starting with a small investment, you can make and sell products at home.
- There is an opportunity to sell and advertise using online.
- There is an opportunity to customize it to the customer’s liking.
- There is a possibility to do it for events like weddings and birthdays.
- There is a possibility of introducing new sweets.

THREATS

- Struggling with bakeries to market their home baking business is difficult.
- Fluctuations in prices for key baking ingredients such as flour, sugar, and chocolate can have a significant impact on profit margins.
- Decrease demand for organic bakery products.
- Competitors may have lower prices and provide high quality.

VII. REVIEW OF LITERATURE

The Times of India (2021)

The news article from The Times of India (2021), ‘Rise of the Home Bakers,’ stated how the pandemic and use of social media became a blessing for the home bakers. Social media has become a tool for advertisement. The pandemic had a great effect on several lives; thus, to manage the stress and anxiety, people started to get into baking.



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Raisa Bruner (2021)

No matter how different their origins, these home bakers are all crafting a meaningful future through their culinary pursuits. For some, it is a creative way to earn an income in tough times. For others. It's a chance to hone in on a newfound purpose.

Malika Bhagat (2020)

'Sweet nothings: Home bakers whip up and deliver delights amid lockdown. 'Ms. Malika Bhagat has mentioned the home bakers from Delhi who are facing a tough time keeping the business going, catering to a high demand with limited resources/raw materials. Home bakers offer a special lockdown menu that consists of healthier or keto desserts, keeping in mind the health and safety of the customers.

Sakshi Singh (2021)

'The rise of home bakers amid the pandemic,' Ms. Sakshi Singh states about how the lockdown has pushed so many baking enthusiasts to start their own ventures and convert their passion into a profession.

VIII. CONCLUSION

At last we can say that home baking businesses are on trend, and it is important for the homemakers who earn and become financially independent. Home bakers should be encouraged. This study examines the emergence of home bakers, their development, and the opportunities they have to launch and market their businesses. Social media greatly helps the home bakers in the business. Advertising is very necessary for a home baking business so entrepreneurs can do it on social media. They use WhatsApp and Instagram. The study concludes that Instagram has been the recent trend to catch more customers for the business since it has not yet started providing any facilities for the business account holder. The growing business will make facilities available for the business holders.

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Online Resources

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