



NORTH EASTERN HILL UNIVERSITY, SHILLONG

A PROPOSED PROJECT ON KHASI RICE SNACKS AND RICE BREAD BAKERY



A PROJECT SUBMITTED IN PARTIAL FULFILLMENT OF THE
REQUIREMENT FOR THE AWARD DEGREE OF BACHELOR OF
BUSINESS ADMINISTRATION, NEHU, SHILLONG

SUBMITTED BY: IBADONDOR LYNGDOH MAWLOT

ROLL NO : B1300051

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NORTH EASTERN HILL UNIVERSITY, SHILLONG

This is to certify that this is a bonafide record work done by Ms Ibadondor Lyngdoh Mawlot, a 3rd year BBA student of Shillong College, Shillong.

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Place: Shillong

Date: 27/10/2014

PREFACE

This project is based on the production of the Khasi Rice Snacks Bakery and the sole purpose is to promote these products in the society especially in the Khasi Hills and Jaintia Hills Districts and to the state of Meghalaya as a whole. On the other hand, the main purpose is to capture the market in the minds of the consumers and especially the tourists and foreigners who are from other states and also from other countries as well. This project work helps me to improve my knowledge and skills of how to manage and set up my own business. In this project, I have tried to highlight and put all the possible information as much as I can about the subject. I hope that this project will support in the production of the Khasi Rice Snacks in the state and be a successful one. Further this project is based according to my opinions, thinking and perception and however it may not be in the real figures, facts and procedures. Therefore, suggestions for improvement are most welcome.

Ibadondor Lyngdoh Mawlot

3rd year BBA

Shillong College, Shillong.

ACKNOWLEDGEMENT

I take this privilege to express my heartiest and sincere gratitude to all the faculty members of the department of Commerce & Management for giving me an opportunity to do a research work in any field I opt for.

I also convey my sincere thanks to our teacher in-charge, Sir T. K Tiewsoh and Ms W. C. K Sohliya of BBA Department, Shillong College, for guiding me throughout this project work whom without them this project work would not be a successful one.

Again, I am thankful to all respondents for giving their valuable time.

Last but not the least, I express my great pleasure for being a student of Shillong College under the Principalship of Dr. K. D Ramsiej to carry out the study to the best of my ability.

THANK YOU



(Student's signature)

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METHODOLOGIES ADOPTED

The methodologies that I have collected are both the primary data as well as the secondary data.

The primary data that I have collected are through my own research about the bakery especially about KHASI RICE SNACKS AND RICE BREAD BAKERY and see what is needed to be done for my proposed project.

The secondary data are the collections of information, some photos of the bread from the internet as well as by asking from the local bakers.

INTRODUCTION

Rice bread is a type that is made from rice flour rather than wheat flour. Being gluten free, it will not cause adverse reactions for



people with gluten intolerance.

Meghalaya is a state where variety of rice items available which is cooked in different occasions. All the different types of food made from rice are available in different seasons and meant for different festivals. With the changing food habits and increased consumers has boosted the demand of food products in both domestic and local market. The people of Meghalaya, like other indigenous communities, have their own typical cooking pattern, according to the availability of food stuffs in the state. Khasi indigenous recipe is largely differs from other recipes are the foods made from other recipes. Among the other recipes are the foods made of a steamed-based rice such as pumaloi, pukhlein, putharo, pudoh, pusla and others which are the major traditional food stuffs of the Khasis and Jaintias community. Because of the varieties of food grains available in this state, e.g. rice, corns and the like, therefore manufacturing of such "Indigenous Food Industry" can be set in the state.

PROJECT SUMMARY

Name of the proprietor – IBADONDOR LYNGDOH

Propose project – RICE BREAD BAKERY

Name of the product – RICE BREAD

Area of location – MAWLAI MAWKYNROH

Plant – RICE COOKER, ELECTRICITY

Ownership type – PRIVATE

Co. website URL – www.ricebreadmegh.com

E-mail address – khasisnacks@gmail.com

No. of employees – 10

Production capacity – 1000 bread per day

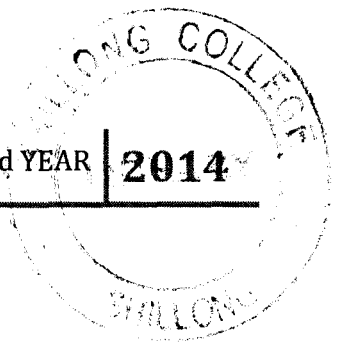
Banker – STATE BANK OF INDIA

BUDGET PROFILE

Sl. No.	Particulars	Amount (Rs)
1.	Plant	17,875
2.	Wages and salaries	37,500
3.	Cost of Raw materials	20,000
4.	Rent	20,000
5.	Stationery	1,000
6.	Carriage	20,000
7.	Vehicle	3,00,000
8.	Power	2,500
	TOTAL	4,18,875

LABOURS

Sl. No.	Labours	Nos.	Wages per month
1.	Unskilled	6	18,000(6*3000)
2.	Skilled	3	13,500(3*4,500)
3.	Operator	1	6,000

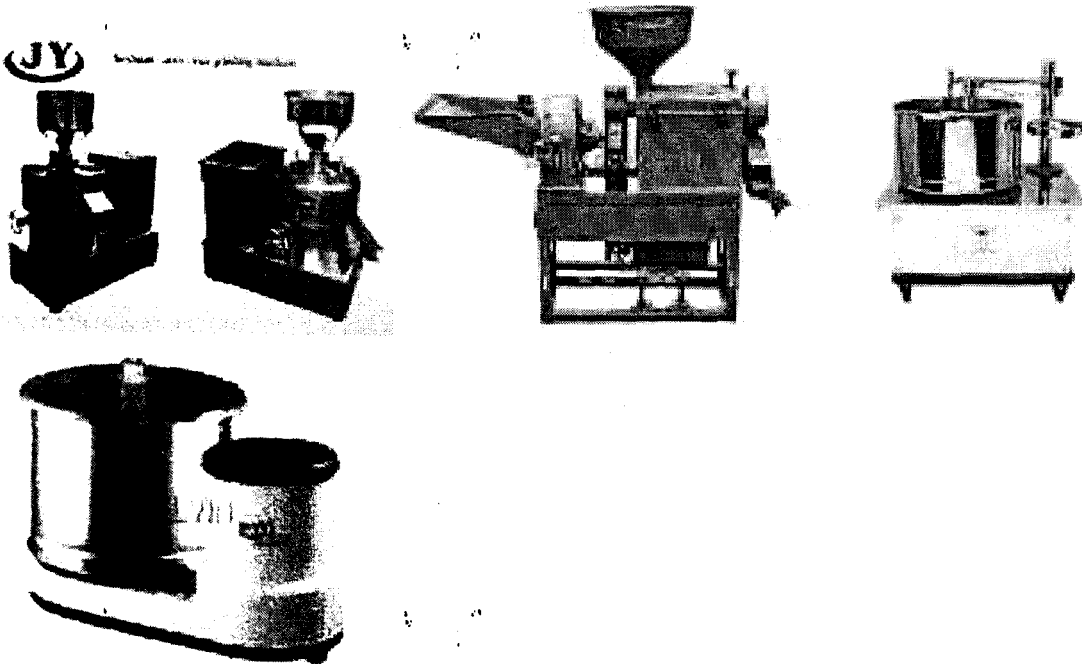


WHY CHOOSE SHILLONG?

Shillong is the capital of Meghalaya and in Meghalaya the populations are mostly the Khasis, the Jaintias and the Garos. The main staple food for the tribal people is mostly rice and therefore we always prefer to have rice snacks and rice bread for having tea and tend to buy the bread.

MANUFACTURING PROCESS

Rice grinding machines



I. How to make rice bread:-

There is nothing like home baked bread, thickly spread with butter, and a hot cup of coffee or soup. Baking bread means turning on the oven, heating up the kitchen and enjoy freshly baked bread, baked on top of the counter or stove, by baking it in a rice cooker or container. It's clean, easy to clean up afterwards and the bread is just delicious.

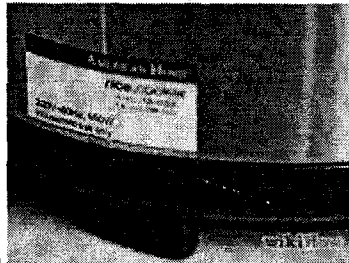
Preparation time - 30 minutes to 1 hr, Baking time - 1.5 to 3 hrs.

Ingredients:-

- 350 grams rice flour (2.5 cups)
- 5 grams yeast (about 1.25 teaspoon)
- 21 grams sugar (1.5 tbsp)
- 6.5 grams salt (about 1.5 tsp)
- 21 grams butter (about 1.5 tbsp)
- 30 ml milk
- 180 ml water
- About 5 hours.

Steps to prepare:-

- Carefully read all instructions, especially the fire hazard



warnings below them.

- Put 5g yeast into a bowl or cup and add a pinch of sugar and about $\frac{1}{4}$ cup warm water. The water needs to be 110-120° F. Allow it stands for approximately 10 minutes.



- In the meantime, pour the rice flour, along with salt and sugar



directly into the rice cooker.

- Pour the milk into the rice flour that is now in the rice cooker.

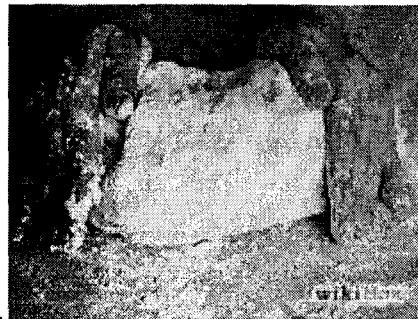


- Pour yeast mixture from the first step directly into the dry



ingredients.

- Form the dough into a ball after kneading for 8-10 minutes, adding a little more flour if it seems too wet. If the dough feels very sticky, then dip your hands into some flour so that the



dough will not stick as you roll it.

- Add butter to the dough ball. It might be easier to cut the butter into small pieces. Also the butter should be soft and at room temperature. The butter will also help to grease the rice cooker bowl, so that the bread will not stick to the sides. Knead

the butter into the ball until the butter is completely absorbed



into the dough and has no lumps.

- Allow to sit for an hour in the rice cooker bowl in a warm area or on a warm setting. This is the first dough rice.



- Notice that the dough, as it sits undisturbed, doubles in size. This is because the yeast in there is eating up the starch and sugars in the flour and breathing out carbon dioxide. The carbon dioxide dissolves into the dough, and either escapes or expands the air bubbles in the dough that were there from



mixing causes dough to get bigger!

- Lift the dough from the bowl and with some force, toss it back. Do this a few times, until the dough returns to its original size.

Once again allow this to sit in a warm area. This is how the



second and final rice.

- Note that the second rice will be the same as the first. Just leave it alone for one hour, and it will puff back up to double its size.



Yeast works this way.

- Bake for an hour, but check after a half hour to see if it is done. Make sure it does not burn on the bottom. Temperatures differ with each rice cooker, so you will have to learn what is best for you. Write down the times and steps, so that you will

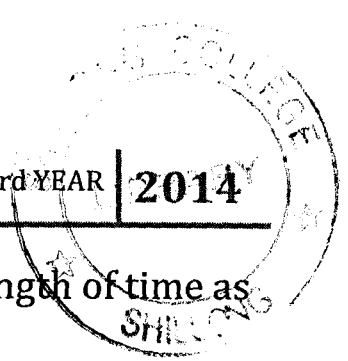


remember it for the next bake.

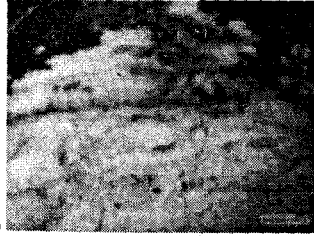
- Flip the bread out and turn it upside down. This is the second baking period. It is also supposed to be 1 hr, but may not need that long. The cooker you use probably makes all the



differences here.



- Flip it and bake it one more time, for the same length of time as



the first two bakes.

- Finished.

Tips:-

- Bread is done when it sounds hollow if you tap it.
- This is a very flexible bread, its taste is not very strong, so it could easily take on other flavors.
- Once you have baked the bread a few times, you can easily adjust the ingredients to taste.
- Let the bread cool a little before eating it.
- A saltier or yeastier bread goes very well with chili.
- Overriding the Off function is unwise to advertise.
- If your rice cooker stops cooking before the bread is done, you can jam an eraser into the switch to keep it on the “cook” setting. Only do this if we will be tending the cooker as this is a real fire hazard.
- The reason this would be necessary is because the average rice cooker is programmed to stop cooking at a certain temperature—the temperature at which rice is deemed to be fully cooked. Since, you’re baking bread, however it may need more cooking time than rice would. Unless you hold the “cook” button down with your finger or with an object, the cooker will continue detecting the same temperature and keep turning off.

Warnings:-

- **Keep in mind that you are using a rice cooker for something it was never intended to be used for. Do not leave the rice cooker**

unattended, and keep it as far away from flammable materials as possible (papers, curtains, etc.).

- Rice cookers turn off when the temperature rises above 212 degrees Fahrenheit (100C) forcing it to stay on makes it run much hotter than that. In addition to being a fire risk, this will also shorten the life of your rice cooker and void any warranties.

II. How to prepare Khasi Rice Snacks

The different types of Khasi foods made from rice have different styles of cooking. Some of the popular ones are as follows:

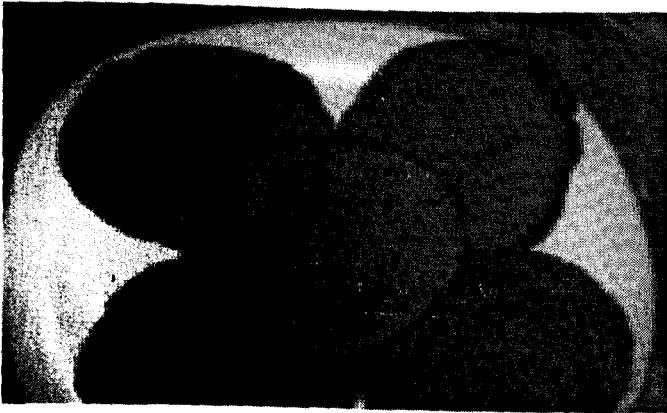
❖ Pumaloi

Meghalayan rice Pumaloi is a special powdered rice and is a very favorite dish of the Khasi people. The Pumaloi rice when teamed with other spicy food items makes a delicious lunch or dinner. The Pumaloi rice is basically a steamed rice. This rice comes in a powdered form. Thus it is necessary to take special care of the rice while cooking the food. Khiew ranei is a specially made pot that is used to cook this special rice. Neither extremely low nor extremely high heat is suitable for cooking this rice. So the heat should be in control. Even the use of water should be taken care of as excessive water will reduce the taste of the rice. Pumaloi rice of Meghalaya is used during public celebrations and other occasions. The powdered rice Pumaloi is undoubtedly a very special cuisine of Meghalaya and those who love to experiment different food items.



❖ Pudoh

The Khasi people are habituated in the consumption of beat rice items which are often colorful like red or yellow and even dust or powdered rice is also very famous among them. A typical Khasi meal would consider one of these special rice items as an integral item. Pudoh is a completely different item to try their hands in. Meghalaya is a state where variety of rice items are available which are cooked in different occasions. Putharo, pudoh all are different types of rice which are available in different seasons and meant for different festivals. Meghalayan cuisine Pudoh is also made with pork. This special dust rice is steamed along with pork in a bowl. The whole preparation is done in a low heat so that the stuff inside the bowl gets enough time to get boiled. Pieces of pork gives the whole item a sumptuous look that makes it simply irresistible. This rice is delicately served with items prepared with meat. This superb quality rice is served during various occasions of Meghalaya. Meghalayan rice Pudoh is largely served during occasions like marriage or in other carnivals of Meghalaya. Delicious meat items teams best with Pudoh, one may take other spicy vegetable or fish items also along with this rice.



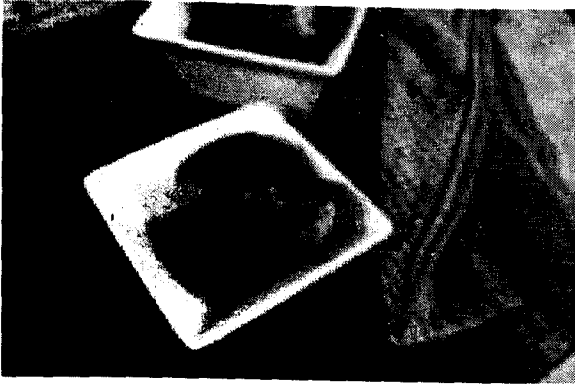
❖ Pukhleim

Khasi people of Meghalaya have a distinctive cuisine which has got lots of variety. The variety is not only in their style of cooking but it also can be seen in the color and taste of their foods. Putharo, Pudoh, Pukhleim are some varieties of rice that are available in the Meghalayan market. People of that state consume these rice on different occasions and seasons of the year. Among them the Meghalayan rice Pukhleim is very popular among the natives of Meghalaya and has become an essential part of many occasions.

The recipe of Pukhleim is given below:

The Pukhleim is a powdered rice which is easily available in the markets of Meghalaya. Mix jaggery with this rice according to your likings. Once the mixture is prepared, then keep that aside for a while. Put a pan on the oven and let it get hot first. After a couple of minutes pour oil into the pan and minimize the heat. Once the oil starts getting hot, pour the jaggery mixed dust rice into the hot oil. Fry the rice in a low heat until the whole mixture appears brown. Remove the rice from heat and then keep it in a bowl. Khasi rice Pukhleim is desired to be served hot as only hot Pukhleim can give the crispy taste to it. Pork and fish items are best items that can be

taken along with this rice. One can serve this rice along with meat, fish or other spicy foods.



❖ Putharo

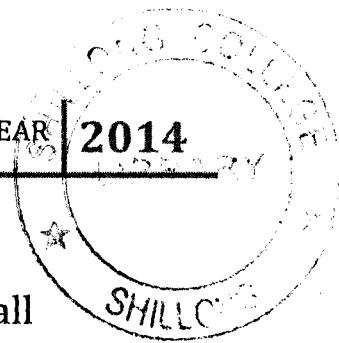
Putharo is one among the steamed powdered rice of the Khasi people in Meghalaya. Putharo is always used in Khasi tea stalls and even occasions in Khasi culture. It helps to taste much better when having it with Tungrymbai (prepared with fermented soya beans) or Doh jem with tea, coffee or soups. Putharo is prepared by powdered rice and add with warm water till it is able to stir it with a spoon and then we can take a spoon of the stirred and mixed powdered rice to the container without adding any flavors or oils. However, high flames of fire must be maintained in order to get a proper reaped Putharo.



STRATEGIC OVERVIEW

OBJECTIVES OF MY BUSINESS:-

- To enable rice bread lover available at any time – Rice bread lover can avail the bread easily through telephone ordering and it will be delivered to their places with the enterprise's vehicle.
- To understand the scenarios of different facilities in the market.
- To concentrate and focus only to the selected and targeted customers like households, tea stalls for having tea or coffee or soup, tourists, visitors and foreigners, etc.
- To make the products moving from commodities to brands.
- To explore and promote the products to different specific areas and places like hotels, resorts, guest house, inns, etc.
- To give satisfaction to the targeted customers/consumers based on their needs, wants, demand and to make them experience about our local and not-so-similar foodstuffs that remains within the realms of the society.
- To make availability of the products to certain stores or special shops in and around the commercial areas.
- To make improvement in the products through good branding and packaging content.
- To promote the products with flexibility on phased development in accordance with regulatory requirements.
- To augment the capacity of food processing facilities and upscale the operations through capital infusion, technology transfer, skill up gradation and handholding support.



VISION:-

- To share Shillong as a nurturing community where all residents have access to the basic material resources we need for survival and growth, and the prosperity of the social, emotional and spiritual lives.
- To promote the products from ordinary ones to special ones.
- To set up my own bakery for baking the products and special food corners in the city and tourist spot areas, so that food lovers can have the taste of these indigenous food delicacies.
- To determine the quality of uniqueness and exclusiveness of these food brands.

MISSION:-

- To provide vulnerable residents of Shillong with comprehensive including food, in an atmosphere of dignity and respect.
- To maintain the realm of producing these products not only in rural areas but to the urban or sub-urban areas as well.
- To explore the products in some events like food festivals. This would attract the food lovers and tourists.
- By doing so, tourists will recognize and know more about our societal, traditional and cultural background. However, this will help to preserve our culture, traditions and bio-diversity and thus, strengthen the societal value for a better future. This would also help to avoid the threat to loss of our identity.
- The sole purpose of the business is to boost the economy of the traditional food products so that such food products can be recognized as a multi-products and consumer based quality.
- By doing so, the business operation will therefore generate employment opportunities to the unemployed ones.

MARKETING OVERVIEW

SEGMENTATION:-

Segmentation of the business can be done as follows:-

- By analyzing all families and households and even tea stalls for having tea or coffee at any time and to tourists, visitors and foreigners, etc.
- By considering the size of the market, volume of production, the segment of the market that the business operates and the geographic area and location on which the products are to be served.
- By analyzing the consumption pattern of the specific buyers or consumers in the market.
- By focusing and concentrating on the market potential of the buyers and consumers regarding their health status, like, tastes and preferences.
- By segmenting the market in such a way that these products should be readily made available whenever an order is made in order to cope with changing demands and expectations of the people at the right size and phase.

TARGETING:-

Targeting of the business can be done as follows:-

- **The business target is to be set up in Mawlai Mawkynroh as the main bakery and in most of the locations in Meghalaya was special shops for the products which are most convenient than its competitors (in the future).**

- Targeting at people who are health conscious by making the foodstuffs appears healthy as well.
- Allocation and distribution procedures should be made to particular places and locations such as hotels, resorts, inns, etc. this would influence the perception to the tourists and visitors who are from outside the state as well.

POSITIONING:-

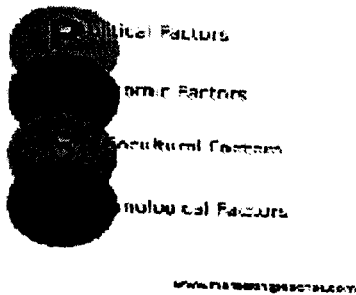
- The business will enhance its position by making its products nutritional. This can be achieved by lowering the calories or by adding pure ingredients to the products. As the product's nutritional and tastes increases, hence their perceived quality gets increase as well.
- The business will also suffer a more quality product for the same price and this will help to increase the sales and enable the business to be more competitive in the customers mind.
- Also the packaging technology that is usually used by banana leaves is contributing to increase in consumption through convenient design, practical, individual sizes and formats, multi -packs and others helping to attract the mind of the mind of customers.

ENVIRONMENTAL OVERVIEW

THE COMPANY'S MICRO-ENVIRONMENT:-

1. The company - The bakery is a small business that bakes bread out of rice, i.e., the local rice or even any other non-local rice also.
2. Suppliers - We can get rice from almost all area of Meghalaya especially from rural areas that cultivate rice like Ribhoi District, Khasi Hills District (both West Khasi as well as East Khasi), Jaintia Hills and Garo Hills.
3. Marketing intermediaries - In rural areas, those who sell rice to those buyers which in turn they will sell to towns and cities or else there are some primary owners who would come and sell by themselves their rice in bulk quantities to the towns and cities.
4. Customers - Customers for my bakery may be
 - (i) Households and families that usually use bread while having lunch or breakfast or anytime they want to have tea or coffee.
 - (ii) Tea stalls and restaurants that use to offer bread to customers and rice bread as one option for them.
 - (iii) Hotels, resorts, inns, etc.
 - (iv) Resellers who buy Rice Bread to resell at a profit.

PEST ANALYSIS



The company's macro-environment includes PEST Analysis.

PEST is a mnemonic standing for Political, Economic, Social and Technological. PEST analysis is a simple but important and widely-used tool that helps us understand the big picture of Political, Economic, Socio-cultural and Technological environment we are operating in. By understanding the environment we take advantage of the opportunities and minimize threats.

Political environment analysis

This factor determines the extent to which the government may influence the economy or a certain industry.

Meghalaya is a democratic state and it has certain rules and regulations abide by the Government before setting up of any company in Meghalaya, a company has to abide to the rules and laws set by the government.

- **Tax laws** – The company has to pay all taxes and dues to the Government within the stipulated time to avoid inconvenience from the Government's side.

- Laws on hiring and promotion – On hiring workers, the bakery must consider not to hire the children to work in the bakery as it is illegal.
- If the company has taken any loan from the Government, it has to repay such loan in the allotted or stipulated time as the Government can censor the company for future legibility.
- The company has to abide by the laws and regulations enacted by the Government otherwise it may face or result to certain complexity or difficulty.
- The company should possess all the required fundamental documents needed in order to receive grant consent, e.g., Article of Association and Memorandum of Association from the Government to set up a company.

Apart from the above mentioned points, here are some of the necessary rules and regulations that the company should formulate:

- I. According to the Food Safety and Standards Authority of India (FSSAI) which was established under the Food Safety and Standards Act, 2006 it consolidate various act and orders that have hitherto handled food related issues in various ministries and departments.

The rule of this Act states that it is important that the business firm who wants to produce these food products (snacks, loaves, rice bread) should be created for laying down and to regulate, manufacture, storage, distribution, sale, etc., to ensure availability of safe and wholesome food for human consumption.

- Under this Act, it is directed and also aims that the business should establish a single reference point for all matters relating to food safety and standards by moving

from multi-level, multi-departmental control to a single of command.

- The business entity should follow the guidelines in relation to the article of food products that are produced.
- To meet the sanitary and phytosanitary requirements, food must comply with the local laws and regulations to gain market access. These laws ensure the safety and suitability of food for consumers, govern food quality and consumption standards.

According to the Food Safety and Standards Act, the Indian Parliament has recently passed the Act in 2006 that overrides all food related laws such as:

- ❖ The Prevention of Food Adulteration Act (PFA) which states that the business involved in food product should protect the consumers from impure, unsafe and fraudulently labeled foods. This Act also covers various aspects of food processing and distribution. The business should also take into consideration about the food colours, preservatives, packaging, labeling and regulation of sales.
- ❖ All food products must adhere to the rules specified in the Act and its regulation including covering, labeling and marketing.
- ❖ The business should however, prescribe the recipes for how food products are to be manufactured.

II. According to the Bureau of Indian Standards (BIS), the food business operation should maintain the following criteria:

- ❖ Licensing and registration of the food business.
- ❖ Packaging and sample analysis.
- ❖ Prohibition and restriction on sales.
- ❖ Food products standards and additives.

❖ Contaminants, toxins and residues.

Economic environment analysis

These factors are determinants of economy's performance that directly impact a company and have resisting long term affects.

- The pricing strategy should be made in accordance to the market condition, its supplies, demands, distribution costs, etc.
- Inflation rates – During inflation, the price of rice, oil and all raw materials being used will increase which in turn affect the production level and profitability of the business.
- The business should ensure that products should be made available to the market places and multi-locations like hotels, restaurants, speciality shops, resorts, guest house and so on. This would not only boost the market potential but strengthen the business and however, boost the economic development in the society.
- The food products should be priced accordingly either in terms of small quantity of food products respectively in order to cope with the economic status of the people such that these products lies below or equal with the purchasing power of the people.
- Setting up the bakery and making use of the foods availability could help in raising the economic status of the society. As per the analysis, the economic status of our society is low as compared to the society of other states of India. By setting up of such industry, can therefore, help to improve the societal economic status.

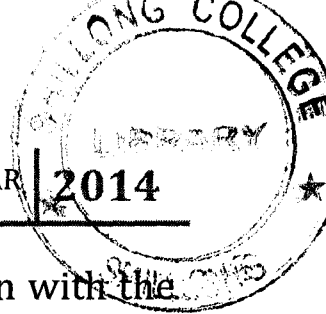
- By setting up if the said bakery, gives plenty of rooms for employment and thus people can be employed and ultimately there is a rise in the earning capacity of such people.

Socio-cultural environment analysis

Social factors scrutinize the social environment of the market engage determinants like social trends, demographic, population analytics, etc.

Our state, Meghalaya is a state which is well known for its rich in values, religions, customs and traditions. Therefore, setting up of the bakery, certain things should be taken into consideration:

- The products to be manufactured should not contain chemicals which will hamper the physical, mental structure of the consumers.
- The consuming habits of the people changes from time to time, therefore the products should be made available according to what the consumers expect from us in order to cope with the changing trends of the society.
- The business should aim at reducing energy usage in order to reduce waste so that the people will not suffer from any diseases and most of all the business should not forget to maintain cleanliness in the area where it operates.
- The business should also take into consideration about the environmental hazards, hence, environment friendly products should be used in buying and selling of the products so as to avoid maximum possibility of damaging the environment.



- The business should also have a good communication with the people, to know their likes and dislikes in order to increase sales.
- The pure concept of setting up this bakery is to maintain the identity of the indigenous people of the society, the culture and bio-diversity for a better future.

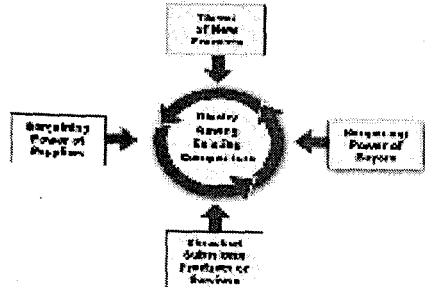
Technological environment analysis

Technological factors pertain to innovation in technology that may affect the operations of the industry and the market either favorably or unfavorably. The technology that is used in this food processing units are containers or rice cookers, big shawls, plastics and leaves of banana tree for packaging, etc.

Meghalaya as a state has not developed technologically. Thus, by setting up a new company/industry, new technology comes in and however, this will bring huge scope to the state to improve technologically and hence, helps the people to be technologically and helps skilled in various fields. Thus, this can be utilized and helped in the development and improvement of the state as a whole.

PORTER'S FIVE FORCES MODEL

The Five Forces That Shape Industry Competition



Porter's five forces model includes of the following:-

I. Threats of new entrants

- Product differentiation - The bread itself differentiates from the other breads like R.B, Mahari bread, etc., thereby it is rice bread.
- Access to distribution channels - The company as a small enterprise often have difficulty obtaining supermarket shelf space for our goods because large retailers charge for space on their shelves and give priority to the established firms who can pay for their advertising needed to generate high customer demand.
- Government policy - Government can limit entry into an industry through licensing requirements by restricting access to raw materials, such as cutting down of trees for charcoal.
- Switching costs are low for customers who risk very little by trying new brands or food snacks.
- Barriers to new entry might be relatively high (in the future), though with large advertising and competitive brand loyalty.

II. Rivalry among existing firms

- Competitors – Competitors like R.B bread, Mahari, Dun hill, etc., have impact on the performance of the business because

these are of well known brands and may divert the attention of potential customers/consumers to these already existed companies.

- Exit barriers are high with expensive equipments, machines, tools, moderate for concentrate producers.
- Advertising budgets would be high since customers are being influenced by brand perceptions.

III. Bargaining power of buyers

- A buyer who earns low profit and is then very sensitive to costs and service differences.
- A buyer has the potential to integrate backward by producing the product himself/herself.

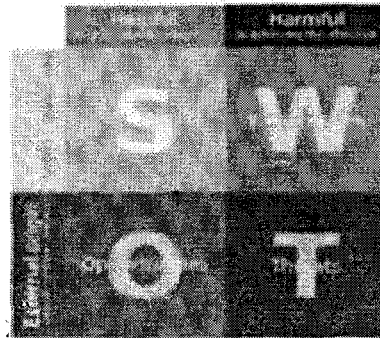
IV. Bargaining power of suppliers

- The company may buy only a small portion of the supplier group's goods and is thus unimportant to the supplier.
- Concentrate producers negotiate directly with packaging suppliers to encourage reliable supply, faster delivery and lower prices.
- Maintaining relationships with more than one supplier, giving the suppliers less bargaining power due to the availability of alternative suppliers.
- The quality of these foodstuffs sought by business is high and increasing the bargaining power of the business.

V. Threats of substitute products

- There will be obviously substitute products to this business firm (in the near future). That is why the image of the business is critically very important for the business firm as well as the firm's ability to innovate and differentiate.
- My business will try as much as it can to differentiate such that many of the substitute products existing in the market will be part of the business.

SWOT ANALYSIS



SWOT (Strengths, Weaknesses, Opportunities and Threats) analysis is a simple but powerful tool for seizing up a company's resources, capabilities and deficiencies, its market opportunities and the external threats to its future well-being.

INTERNAL STRENGTHS AND WEAKNESSES

STRENGTHS – Strength is something a company is good at doing or an attribute that enhances its competitiveness. In the case of Rice bread bakery, the strengths are as follows:-

- ✓ Easy availability of raw materials – Rice is an agricultural product and Meghalaya is a state where most of us cultivate paddy especially in rural areas. Therefore, we can get easily the rice, yeast, etc.
- ✓ Availability of experienced/talented workers – Workers like the cook, are well trained and are therefore the strength for the business as a whole.

- ✓ Salespersons have the skills of communicating and persuade customers' services and relationship.
- ✓ Situated in the heart of Shillong city, i.e., Mawlai Mawkynroh.
- ✓ Unique products as compared to others.
- ✓ Little or no competition.
- ✓ Low level of investment in the business.
- ✓ Dynamic and forward looking process of management in the business.
- ✓ Good market penetration.
- ✓ Lesser cost of transportation and supply as the suppliers will be from the local areas only.

WEAKNESSES – A company's resource weaknesses represent competitive liabilities. Weakness or a comprehensive deficiency is something a company lacks or does poorly (in comparison to others) or a condition that puts it at a disadvantage in the market place. Rice bread bakery has its own weaknesses and they are:-

- ✓ Lack of readily supply of skilled technical and managerial workers.
- ✓ Lack of value addition, packaging and processing.
- ✓ Perishable commodities and not lasting products.
- ✓ Lack of promotional activities.
- ✓ Lack of effective government control over certain mineral rich areas. This makes investments an uncertain proposition and thus, hinders the growth of the business.

EXTERNAL OPPORTUNITIES AND THREATS

OPPORTUNITIES – Market opportunities is a big factor in shaping a company's strategy. Managers cannot properly tailor a

strategy without first identifying its opportunities. Rice bread bakery's opportunities are as follows:-

- ✓ For lunch and breakfast in households and tea stalls/ canteens, restaurants, resorts, hotels, etc.
- ✓ Employment opportunity to the local people who are unemployed.
- ✓ Tourists will response well to the products if they serve better.
- ✓ The business has the potential to innovate and differentiate the business products to sustain competitive advantage.
- ✓ Chances to improve market linkages (in the near future) with other parts of India and other countries as well.
- ✓ The business has significant growth opportunities as there has been no or less such industry existing in Meghalaya.

THREATS – Certain factors in company's external environment pose threats to its profitability and competitive well being. External threats may pose no more than a moderate degree of adversity or they may be so imposing as to make a company's situation and outlook quite turn. Some of the threats for Rice bread bakery are:-

- ✓ Intervention of the Government regarding smoke emissions from the bakery.
- ✓ Changing lifestyle and consuming habits of consumers.
- ✓ Competitors and substitutes of the product.
- ✓ Due to natural calamities, there will be a threat to transportation and it can result in inconveniency in the supply time/schedule and can hinder the growth of the firm as a whole.

7 P'S OF MARKETING MIX

Marketing mix is a set of marketing tools that a firm uses to pursue its marketing objectives in the target market. They are the tactical tools which a marketer can use to influence the target consumer.

The elements of marketing mix are

- (i) Product
- (ii) Price
- (iii) Place/Distribution
- (iv) Promotion
- (v) People
- (vi) Process
- (vii) Physical evidence/physical ambians.

(i) PRODUCT – A product is an overall concept of objects or processes which provides some value to customers.

- A product for rice bread bakery is the bread only like putharo, pu doh, pukhleim and pu maloi where customers/ consumers can use and consume it while having tea.
- The major purpose of the business is to provide varieties of flavors according to the tastes and wants of the consumers.
- It will differentiate its products from its competitors to gain a competitive advantage.
- The business will try to innovate the customers with new packages, ideas and thus this will increase customers' awareness and preferences and increased rate of consumption and profitability.

- The business will provide high quality products so that the consumers enjoy their experiences.
- (ii) PRICE - Price is a rate in exchange for the goods/services purchased.
- The price of these food products from the bakery will vary accordingly to the brand as well as the quality.
 - The business will price the food products at the fair level market price.
 - The business will also often mark/cut down its prices during sales period and special occasions in the form of discounts and offers.
- (iii) PLACE/DISTRIBUTION
- The location for bakery will be set up at Mawlai Mawkyntroh, Shillong. The reason why this place will be set up is because it is a good atmosphere and raw rice can be easily available from Ribhoi district and transport facility also is well connected for distribution of the bread to the whole Shillong.
 - The products will be available 24*7 as per the demand and appeal of the products. However, reserve from these products will fluctuate as the seasons change.
- (iv) PROMOTION
- The bakery will promote its products through advertising as the main source of creating awareness about the products to the customers. Different means of media like T.V (PCN, RI KHASI CHANNEL), radio and other print media like pamphlets, boards, etc. the other means which it can advertise its products are newspapers, i.e., local newspapers like Mawphor, Nongsain Hima, etc., and even Shillong Times, magazines and internet website given. By doing so, all the people will get to know about the product.

- Publicity through local media so as to strengthen the image of the products.

(v) PEOPLE

- The people in the bakery are the workers, like the cooks, cleaners, salespersons and operators. These people will help the business go on in a smooth and efficient way.
- The business will also promote its product through home delivery in which a deliverer is included of the firm to the ordered places. This will help in maintaining service and product loyalty and also to be highly effective.

(vi) PROCESS

The business should enhance the proper facilities for easy access in the manufacturing, distribution method and delivery in order to obtain a good image and good will.

(vii) PHYSICAL EVIDENCE/ PHYSICAL AMBIANS

Physical evidence of Rice bread bakery is how packaging is done to the bread. The bread is packaged nicely with plastics with RICE BREAD BAKERY on the cover of the plastic and we can also do the packaging by using leaves of a banana tree for eco-friendly environment. The proper setting of the almirahs to keep all the breads after baking for displaying for sales and the cleanliness where baking is done with proper water facility.

STRATEGIES OF THE BUSINESS



Some of the strategies that the bakery can adopt are as follows:-

- It uses its own vehicle for home/given address delivery of the ordered bread to the customers.
- Apart from packing the bread with plastics, we can also pack the bread by using leaves of the banana trees for good smell.
- The business will extend the food products of Khasi indigenous snacks and steamed-based rice bread and develop new products responding to consumers' demand. Thus, generating sales and profits.
- The business will also try to explore the products by displaying them in certain events like the Indigenous Food Festivals, North East Food Shows, Indian Food Festivals, etc., this will help to promote the products not only in the state but also to other states as well. By doing so, it would attract tourists and even the foreigners.
- Installation of proper machines, tools and equipments should be made within the industry so that the business can function smoothly and faster way. This would help in achieving the economies of scale.



CONCLUSION

Whatever is mentioned above are my spirit, creativity and motivation to come up with such type of business in the region. Considering all those facts, I came up with these ideas since I have never seen it before. If this kind of firm exists under my name I hope this will benefit the people with different kinds of good quality food products. Moreover, I hope the customers/consumers will like this product. In every step I am looking forward my firm within each and every field such as employment opportunities to those who are unemployed; increasing the people's per capita income and will also help the state's economic growth. But still this firm does not exist under my name and I am hoping people will like such kinds of new plans.