APPENDIX

A STUDY OF THE BAKERY INDUSTRY IN BELGAUM DISTRICT

(With Special Reference to Financial and Marketing Problems).

"INTERVIEW SCHEDULE"

I. GENERAL INFORMATION

1. Name of the Bakery
2. Address
3. Year of Establishment of the Bakery
4. What is the relation of the Respondent with the Organization?
   a) Proprietor   b) Partner   c) Manager/Supervisor   d) Director
5. What form of organization do you have?
   a) Proprietorship
   b) Partnership
   c) Co-operative
   d) Government
6. Religion or Caste of the Proprietor / Partners
   a) Muslim   b) Hindu   c) Christian   d) Parsees   d) Jain
7. Educational Qualification of the Owner / Partners.
   a) S.S.C.   b) H.S.C.   c) Degree Holder   d) Master's Degree
   e) Ph.D.   f) Other additional qualifications (if any).
8. Whether some License or Permit is obtained / required for starting the Bakery?

9. If Yes, from which Authority?
   a) Municipal Corporation.
   b) Food and Drug Administration office
   c) Karnataka Industrial Center
   d) Any other

II. INFORMATION ABOUT THE LOCATION AND LAYOUT

1. What is the area of your entire Bakery?

2. Is your bakery area
   a) Rented
   b) Leased Property
   c) Your own property

3. What factors did you consider essential while choosing this site or location?
   a) Nearness to Market
   b) Nearness to City
   c) Nearness to Locality
   d) Availability of raw materials
   e) Availability of property

4. In which category is your Bakery included?
   a) Small Scale  b) Medium-Scale  c) Large scale.
III. INFORMATION ABOUT THE PRODUCTION OF BAKERY PRODUCTS.

1. How many different products do you prepare?
   a) Bread and Cakes      b) Biscuits      c) All items.

2. What is the source of procuring of raw materials?

3. State your daily production.

<table>
<thead>
<tr>
<th>Item</th>
<th>Value in Rupees</th>
</tr>
</thead>
<tbody>
<tr>
<td>a) Bread Items</td>
<td></td>
</tr>
<tr>
<td>b) Biscuits Items</td>
<td></td>
</tr>
<tr>
<td>c) Cake Items</td>
<td></td>
</tr>
</tbody>
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4. Do you maintain the Stock of your entire Raw Materials?  YES / NO.

5. If yes, how do you maintain your stock records?
   a) By maintaining a Stock Register.
   b) By having only limited stock for a few days?
   c) By observation method.
   d) Any other

6. Which method do you adopt for issue of Raw Materials?
   a) First in First out method
   b) Last in First out method
   c) Simple average method
   d) Weighted average method
   e) Any other.
7. Do you maintain your cost Accounting ledger regularly? YES / NO.

8. State how you calculate the cost of production of each product prepared.

   Name of the product
   a) Bread Items
   b) Biscuit Items
   c) Cake Items.

9. State the Type of ovens you have installed in Your Bakery?
   a) Brick oven           b) Deck oven
   c) Rotary oven          d) Tray oven
   d) Any other

IV. INFORMATION ABOUT THE LABOUR

1. What is the total number of workers required in your Bakery?

2. State scale of pay of workers.

3. Method and Basis of payment of wages / salaries
   a) Time wage on daily basis.          b) Piece wage on daily basis.
   b) Time wages on both daily / monthly basis d) Piece wages on both daily /
      monthly basis.

4. Do your bakery is working on shift basis?     YES / NO.

5. What are the additional benefits besides wages that is provided to the workers?
V. INFORMATION ABOUT THE FINANCIAL ASPECTS OF THE BAKERY UNITS.

1. What is your total capital investment in the bakery?

2. For your bakery unit are you prepare a financial plan? YES / NO.

3. What is the normal working capital Requirement in a Bakery per day?

4. How you have made the arrangement for your working capital requirements.

   SOURCES

   a) From own capital
   b) From relatives
   c) From friends
   d) From banks / Credit Society
   e) From Govt. Loans
   f) Any other

5. What is the source of accumulation of fixed capital for your Bakery Business? Give rate of interest also.

   a) Through banks  b) Owned capital
   c) Private loans  d) Credit society loans.
   e) Through Govt. Loans  f) Any other

6. What are the problems for raising the required capital?

7. What is your type of finance that you will raise?

   a) Short term  b) Medium term  c) Long term.
8. Which procedure have you adopted for maintaining your smooth cash flow?
   a) Cash Sales only       b) Cash Credit facilities from Bank.
   c) Credit Purchases     d) Any other.

9. Do you get any Credit facilities from your suppliers YES / NO.

10. Do you maintain cashbook, ledger and final accounts? YES / NO

11. Do you prepare final Accounts (i.e. Trading A/c, PL A/c and Balance sheet) YES / NO

12. What is your percentage of profit on sales?

13. Do you use computers for accounting and other purpose? YES / NO

14. Are you paying Sales Tax? YES / NO

15. What is the rate of Sales Tax you normally pay?
   a) On Bread Items
   b) On Biscuit Items
   c) On Cake Items

16. Do you pay income tax?

17. Anything that you expect about financial provision for Bakery Industry?
VI. INFORMATION ABOUT THE MARKETING ASPECT OF THE BAKERY.

1. Do you have a separate marketing department in your Bakery? YES/NO

2. What is the system of the marketing of your products as a channel of distribution?
   a) Direct sale through your Bakery Counter / Production Center.
   b) Direct delivery to your Retailers on wholesale basis.
   c) Any Other.

3. Do you produce as per the market demand? YES / NO

4. Size of the market ---
   a) Local  b) Taluka  c) District  d) States

5. Do you have any specific marketing policies? YES / NO

6. If yes, state what are your marketing policies?
   a) Prepare and sell good quality products.
   b) Produce as per market demand only.
   c) To be honest with your work regarding the sale of products.
   d) To give special attention to the likes and dislikes of customers.
   e) To be very careful regarding the Pricing of products.
   f) Advertise the products regularly.
   g) Have attractive eye catching packing for your products.
   h) Increase the sales of Bakery products.
   i) Any other.

7. How much is sale of your products?
Items Amount in Rupees. (Per Day)

a) Bread Items

b) Biscuit Items

c) Cake Items.

8. i) Are you facing competition? YES/NO

ii) Type of competition

9. Give Marketing Mix of your products

i) Product Consideration

ii) Place

iii) Price Consideration

iv) Promotion Consideration

10. Means of distribution of products

a) Cycles

b) Two wheelers

c) Three-wheelers

d) Four wheelers

e) Both a and b / c and d

11. i) Do you advertise your products? YES/NO

ii) If yes media of Advertisement

a) Window display

b) Radio

d) Newspaper Advertisement

d) Magazine

e) Cable TV

f) Cine slides

g) Any other
12. Pricing policy Adopted for your products
   a) Normal competitors price
   b) Less than competitors price
   c) Actual cost calculation method
   d) Any other method

13. i) Do you offer credit facility to your regular customers? YES/NO
    ii) If yes for how much period.

14. What are your various marketing problems?
   a) Facing the competition in respect of price.
   b) Transport facility
   c) Expectation of customers for credit
   d) Loss of the products being perishable in case of slack season etc.
   e) Any other.
VII. OTHER INFORMATION RELATED TO BAKERY INDUSTRY.

1. Do you get any facilities from the Government / Banks in order to start a new Bakery / expansion?
   YES/NO

2. What are the different acts that govern your Bakery?

3. Do any of these Government authority or any others visits to your Bakery? If yes, how many times?

4. i) Are you having Bakery Association?
   YES/NO
   ii) If yes Local / Taluka / District level.

5. Have you insured your Bakery?
   YES/NO

6. As a baker, what is your opinion about your profession and business?
   a) Very good business    b) Highly profitable
   c) Better than service   d) Low profitability
   f) Any other

7. What factors made you to select this bakery business?

8. Any other information, views that you want to say. ?