## Appendix-I

### CALORIFIC VALUE OF BREAD AND BISCUITS

<table>
<thead>
<tr>
<th>S. no.</th>
<th>International Standard</th>
<th>Indian Standard</th>
<th>Age of calorie (Energy) of daily need provided</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td>1 Loaf of: 1 Slice</td>
</tr>
<tr>
<td></td>
<td>Brain</td>
<td>Quantity: Food</td>
<td>Weight: Food</td>
</tr>
<tr>
<td>1.</td>
<td>1. White Bread</td>
<td>1 loaf</td>
<td>454</td>
</tr>
<tr>
<td></td>
<td>Enriched</td>
<td>of 18</td>
<td>soft crumb</td>
</tr>
<tr>
<td></td>
<td>type</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>-do-</td>
<td>1 slice</td>
<td>25</td>
</tr>
<tr>
<td>2.</td>
<td>Biscuit Plain</td>
<td>30</td>
<td>123</td>
</tr>
<tr>
<td>3.</td>
<td>Biscuit Sweet</td>
<td>30</td>
<td>158</td>
</tr>
</tbody>
</table>


(ii) 6 to 7 Computed by the Research Scholar on the basis of International Standard.

(iii) 9 to 10 Computed by the Research Scholar on the basis of Indian Standard.

(iv) Appropriate Equivalent


### Weight Approximate Equivalent

- 1 Ounce (oz) = 28.35 gms - 30 gms
- 1 Pound (lb) = 453.6 grams
- 1 Stone(14 lb) = 6.35 Kgs. (6550.4 gms)
- 1 gram (g) = 0.0353 oz.
- 1 Kilogram (kg) = 2.205 lb.
- 1 litre = 1000 ml.

Appendix-II

CHECKLIST FOR INFORMATION COLLECTION OF BAKERY INDUSTRY

1. General Information
   (a) Name of Company
   (b) Location
   (c) Sales figures

2. Marketing Planning
   (a) Marketing Information System
   (b) Market Segmentation
   (c) Market Coverage
   (d) Marketing Analysis
   (e) Marketing Personnel

3. Product aspects
   (a) Branding
   (b) Packaging
   (c) Product Development and R & D.
   (d) Product range

4. Pricing aspects
   (a) Pricing policy
   (b) Cost elements
   (c) Administered Price

5. Distribution
   (a) Channels of distribution
   (b) Dealer relationship
(c) Discounts and Incentives
(d) Transportation and Logistics

6. Promotional aspects
   (a) Promotional policy
   (b) Advertising budget
   (c) Advertising media
   (d) Promotional campaigns
Appendix-III

CHECKLIST FOR INFORMATION COLLECTION AT MODERN FOOD INDUSTRIES (INDIA) LTD., NEW DELHI

1. General Information
   (a) Location of various units of the Company
   (b) Establishment
   (c) Objectives
   (d) Organisational set-up
   (e) Capacity utilisation
   (f) Financial Position

2. Marketing Policies and Strategies
   (a) Detailed action Plan for marketing
   (b) Target market Strategy
   (c) Coverage of market
   (d) Sales Turn over
   (e) Market Share

3. Product
   (a) Product policy
   (b) Product Development
   (c) Packagng
   (d) Branding

4. Pricing
   (a) Pricing objectives
   (b) Cost elements
   (c) Price determination
   (d) Administered Prices
4. Distribution
   (a) Channels of distribution
   (b) Physical distribution system (mode of transport)
   (c) Dealers incentives Plan (cash & quantity)
   (d) Distribution efficiency measures

6. Promotion
   (a) Media of Advertisement
   (b) Sales Promotion Programmes
   (c) Budgeting provisions for advertising and Sales Promotion

7. Problems
   (a) Problems with regard to structure
   (b) Problems relating to Marketing Mix, Product, Prices, Distribution and Promotion.
   (c) Any other