PREFACE

Food is a primary physiological need of human beings. It is the major source of energy to moderate the daily chores of life and provides nutrition. Food habits of people, the world over vary depending on several factors. These factors could be climatic, economic conditions, social and cultural modes of behaviour, and personal preferences.

Bakery products as a food group are popular, convenient and inexpensive source of nutrition. Bakery industry, therefore, occupies a significant position in any country's economy. The Bakery industry in India today is nearly a century old. It constitutes bakery units of large, medium and small size in organised as well as the unorganised sectors; characteristically this industry is traditional, conservative, and low profile in nature. Like several other industries it has yet to adopt modern techniques of management. Among these techniques there is a vast potential for applying the concepts of marketing management.

This thesis deals with the marketing functions in bakery industry in India. The attempt is to study the problems and prospects of marketing bakery products. The coverage of the thesis is wide but special emphasis has been laid on the analysis of the marketing functions in modern
Bakeries (India) Ltd. presently known as Modern Food Industries (India) Ltd.

The thesis is divided into Five Chapters preceded by a prologue. The prologue lays down the basic framework for the study. It consists of a review of literature, statement of problem, scope, objective and methodology of the study and indicates the procedure of analysis and interpretation besides pointing out the limitations of the study.

Chapter one "Food Habits and Nutritional Values" traces a brief history of the food habits of man in various stages of development of civilisation alongwith factors influencing the food habits. Chapter two "Development and Prospects of Bakery Industry in India" deals with several aspects of socio-economic significance of the industry.

Chapter three is concerned with "Problems of Marketing of Bakery Products" and covers all relevant aspects of Marketing Mix. Chapter four "Problems and Prospects of Marketing of Bakery Products- A Case Study of Modern Food Industries (India) Ltd." has been taken up to corroborate the findings of the preceding chapters. The subject matter relating to this chapter has been covered in seven sections.
The Last Chapter i.e. Chapter five, summarises the whole discussion of research exercise along with conclusions and suggestions.

It is hoped that this research study will be helpful to those engaged in the bakery industry, specially the personnel involved in the marketing of bakery products. The federations and industry and trade associations of bakery industry may also find the study useful. Besides, policy makers in Government may consider the research findings. Academicians and researchers may derive benefit from the study and also avail opportunities for further investigations into this vital industry of India.

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ALIGARH

(Zia-ul Ghani)