

Different Marketing Strategies of Bakeries in Nueva ECIJA, Philippines

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Abstract- This study was conducted to determine the different marketing strategies of bakeries in Nueva Ecija, Philippines. Most of the respondents have many branches in different places and some of them have few. Most the respondent operate their business over a decade and some were just a starting one. Almost all are in the form of sole proprietorship and only one was in the form of corporation.

All of respondents immediately respond on the customer's questions and they do not deliver their products on customer's house. They are using banners or streamers to promote their products and do not use online selling.

Keywords: Marketing Strategies, Bakeries, Product strategies, advertising strategies

INTRODUCTION

A bakery, also called a bakeshop, is an establishment that produces and sells flour-based food baked in an oven such as bread, cakes, pastries and pies. Some retail bakeries are also cafes, serving coffee and tea to customers who wish to consume the baked goods on the premises.

With bread being the country's second staple after rice, the bakery business is one of those ventures that are sure to bring multiple returns with just a minimal investment. By taking the time to learn the craft, you too can start your own bakery business and potentially make good money out of it.

In the face of these challenges, such as financial crises and competition, bakery owners must evaluate and revive themselves and their businesses. In order to stay in business, they must understand the value of marketing techniques. Their market place would be stronger if they adopted and improved it. Analysis of aspects such as price and distribution is very important.

Marketing aids in the discovery of new markets, the identification of target customers, and the determination of the product's worth. If the product you're presently manufacturing doesn't have a large enough customer base to sustain it, and if sales are sliding and competitors are stealing your market share. Marketing aids in the identification of a product's need for renewal or reinvention. The analysis of the so-called 4p's in marketing is critical because it allows the institution to identify the factors that lead to customer satisfaction and take action to improve those factors. As a result, marketing is more than just a way to sell a product; it's also a way to build a long-term and satisfying relationship between the organization and all stakeholders (Mathew, 2009).

The researchers conducted their research study about the different strategies of selected bakeries in Gapan City, Nueva Ecija. Base on the information that the researchers get at the Municipality of Gapan, at

present, there are twenty different bakeries registered in the City. From the twenty bakeries, the researchers get the ten percent of the total registered bakeries in which they conduct their study.

Statement of the Problem

The researcher seeks to find out the answer to the following questions:

1. How does the company profile of the bakery be describe in terms of:
 - a) Number of branches
 - b) Number of employee
 - c) Years of operation
 - d) Types of ownership
2. What are the marketing scheme of bakeries in terms of:
 - a) Service
 - b) Advertising
 - c) Pricing/Price
 - d) Product
3. What are the problems encountered by the bakeries in terms of producing?
 - a) Maintenance to the unsold products
 - b) High cost of products
 - c) Feedback of the customers
 - d) Increasing price of raw materials
 - e) Customers satisfaction about the savor of the products
 - f) Lack of measurement in mixing the ingredients
 - g) Out of stock of some certain products.

RESEARCH METHODOLOGY

Research Design

The researchers used descriptive method because it is used to describe characteristics of a population or phenomenon being studied. It does not answer questions about how/when/why the characteristics occurred. Rather it addresses the "what" question (what are the characteristics of the population or situation being studied?). The characteristics used to describe the situation or populations are usually some kind of categorical scheme also known as descriptive categories. Descriptive research generally precedes explanatory research. Hence, research cannot describe what caused a situation. Thus, descriptive research cannot be used to as the basis of a *causal relationship*, where one variable affects another. In other words, descriptive research can be said to have a low requirement for internal validity.

The description is used for frequencies, averages and other statistical calculations. Often the best approach, prior to writing descriptive research, is to conduct a survey investigation. Qualitative research often has the aim of *description* and researchers may follow-up with examinations of why the observations exist and what the implications of the findings are.

Respondents

The researcher’s respondents are the different bakeries in Gapan City, Nueva Ecija. There are 20 registered bakeries in the City. Among the twenty bakeries, they choose ten bakeries in which they will perform their interview.

Construction and Validation of Instruments

The researcher used different kinds of medium in conducting their research study they used questionnaire as their basis on the respondents possible answer. They also used internet or the social media to get some information’s regarding their study. As well as the Google scholar in searching for the related literature of the marketing strategies of the bakeries in India, and Google map in searching the location of the bakeries of the researchers respondents. All of these were validated by the research adviser.

Data Gathering Procedures

The researchers conducted their research study at Gapan City Nueva Ecija. They use some steps or procedures on how they gather their data.

Step 1 The researcher made a questionnaire as their basis in conducting their study. It can help them to know that they wanted to search.

Step 2 The researcher went at the municipality of Gapan to ask about how many bakeries are there in the city.

Step 3 After having the complete number of registered bakeries in the City, they are now able to interview it one by one.

Step 4 The researchers went to the different bakeries registered in the City to ask their questions regarding the information about them.

Step 5 The researchers can now analyze, interpret and present the data and information that they gather.

RESULTS AND DISCUSSIONS

The table below shows the presentations, analysis and interpretation of the data that the researchers gathered in their respondents which are the selected bakeries in Gapan City Nueva Ecija.

Table No. 1- Number of Branches of the Respondents

Number of branches	Frequency	Percentage
1-5	1	10%
6-10	2	20%
11-15	7	70%
16 and above		
Total	10	100%

The table above shows the number of branches of the researcher’s respondents. From the ten bakeries there is only one who said that they only have 1-5 branches. Two of them said that they have 6-10 branches, and the remaining seven bakeries have 11-15 branches in different places.

Table No. 2- Number of Employees

Number of Employees	Frequency	Percentage
1-2	4	40%
3-4	5	50%
5-6	1	10%
6 and above		
Total	10	100%

The table above shows the number of employees of the researcher’s respondent. From the ten bakeries, four of them said that they have 1-2 employees inside; five of them said that they have 3-4 employees and only one bakery said that they have 5-6 employees inside.

Table No. 3- Years in the Operation

Years of operation	Frequency	Percentage
1-5	2	20%
6-10	4	40%
11-15	4	40%
Total	10	100%

The table shows the years of operation of the respondents from the ten bakeries, two of them said that they operate their business from 1-5 year’s, four of them said that they operate from 6-10 years and the remaining four bakeries said that they are operating their business from 11-15 years.

Table No. 4- Type of Ownership

Types of Ownership	Frequency	Percentage
Sole Proprietorship	5	50%
Partnership	4	40%
Corporation	1	10%
Total	10	100%

The table above shows the different type of ownership of the researcher’s respondents. Out of ten bakeries, five of them said they are in a form of sole proprietorship. Four of them said they are in the form of partnership and there is only one who is in the form of corporations.

Table No. 5- Services Offered

Services	Mean	Verbal Interpretation
Free delivery	1.8	Rare
Delivering the product on customers house	1.2	Never
Free dining	2.5	Sometimes
Immediate response on customers questions	5	Always

The table above shows the verbal interpretation of the ten bakeries which are the researchers respondents and it is about their service they offer. The respondents said that the service of free delivery is *unusual or rare*; they *never* deliver the product on customer’s house. *Sometimes* is their interpretation about the free dining. And *always* they are responding immediately on customer’s questions.

Table No. 6- Advertising Strategies

Advertising	Mean	Verbal interpretation
Using banners or streamers	5	Always
Use of radio telecast	1.4	Never
Use of agent as a dealer	2.1	Rare
Use of online selling	1.1	Never
Giving coupons and/or leaflets	1	Never
Giving discounts	2.6	Sometimes
Free taste on some expensive products	2.5	Sometimes

The table above shows the verbal interpretations of the ten bakeries about their advertising strategy. The respondents said that they *always* use banners or streamers to catch customer’s attention. They *never* use radio telecast, online selling and do not give their customers coupons and/or leaflets as their advertising strategy. They *often* use their agent as a dealer of their product, and they *sometimes* give discounts and free taste on the customers.

Table No. 7- Pricing Strategies

Pricing	Mean	Verbal interpretation
Giving an adequate amount compared to the product	5	Always
Allow wholesaling or retailing of the products	1.9	Rare
Giving discount in large purchase of customers	2.6	Sometimes
Giving free products when the customers bought in large quantity	2.3	Rare

The table above shows the verbal interpretation of the ten bakeries about their pricing strategies. The respondent said that they *always* give an adequate amount to their product. They *often* allow wholesaling and give free products and they just *sometimes* give discounts.

Table No. 8- Product Offerings

Product	Mean	Verbal interpretation
Having good quality products	5	Always
Contains unique ingredients	4	Often
Can satisfy customers cravings	5	Always
Offering same products like the other bakeries	2.6	Sometimes
Offering different kind of products	3.6	Often
Offering cakes and some delicacies	1.6	Rare

The table above shows the verbal interpretation of ten bakeries about their products. The respondents said that they are *always* having good quality of products and it can *always* satisfy customer’s cravings. Their products are *often* contains unique ingredients and *often* offers different kind of products. *Sometimes* it happens that they are offering same products like the other bakeries. And they *never* offer cakes and some delicacies.

Table No. 9- Problems Encountered in the Operation

Problems encountered	Mean	Verbal interpretation
1. Maintenance to the unsold products	3.7	Often
2. High cost of products	2.7	Sometimes
3. Feedback of the customers	4.9	Always
4. Increasing price of raw materials	3	Sometimes
5. Customers satisfaction about the savor of the products	5	Always
6. Lack of measurement in mixing the ingredients	2.3	Rare
7. Out of stock of some certain products	3	Sometimes

The table above shows the problems that the bakeries might encounter. The respondents said that they *often* maintain their unsold products. *Sometimes*, they are offering high cost of products. They encounter increasing price of raw materials, they are experiencing out of stock of some certain products. They are *always* having the feedback of the customers regarding their products. And they are *always* satisfied about the savor of the products. And it becomes *unusual* when it comes to lack of measurement in mixing the ingredients of the products.

CONCLUSION

The researchers conducted their research study at Gapan City Nueva Ecija. Most of the respondents have many branches in different places and some of them have few. Most the respondent operate their business over a decade and some were just a starting one. Almost all are in the form of sole proprietorship and only one was in the form of corporation.

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RECOMMENDATIONS

During these days, there are a lot of people who want to engage in business. It is not easy to organize and operate a small business like most of the entrepreneurs want, a bakery. Today, there are so many bakeries located anywhere.

As an entrepreneur or owner of a business which is a bakery, first that you have to analyze is the location of your business. Having the right location of the business can help you to be known by the consumers. Having this opportunity can help your business to locate easily by the consumers. The name of your business is quite important too. The name must be easy to recognize and it can catch consumer’s attention. The price of the product must be affordable by means of that; the consumers will come back to

the place where your business is, because they can afford the price of the product. Next is having good quality of products which can satisfy the cravings of the customers. It can be your medium in attracting the consumers to buy more and come again. Your business must also have kind and approachable employees to entertain the consumers while they are buying. Lastly, maintain of having your business a good reputation because it will be your basis to expand in a wider range.

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