

STUDIES REGARDING THE ESTABLISHMENT OF A CONFECTIONERY-PASTRY BUSINESS "OASIS OF SWEETS"

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RESEARCH ARTICLE

Abstract

The dessert market is aimed at all consumers, regardless of their lifestyle, age, gender, but the consumer base is constantly changing and their tastes are becoming more refined year by year, light desserts with high quality natural ingredients starting to gaining popularity among them. A new trend with regard to consumers is the choice of buying pastry and confectionery products from small laboratories that promote themselves on specialist websites. In the rural or urban environment, a confectionery business can be very profitable if the market is studied carefully. The low investment compared to a restaurant and the possibility to add new products to the offer at any time are among the main advantages of a confectionery business. Last but not least, if due to lack of time, customers will turn to catering instead of the services of a restaurant, they will never let a name day, anniversary or celebration pass without platters of cakes or tarts on the table.

Keywords : desserts, high quality, labs

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INTRODUCTION

The dessert market is aimed at all consumers, regardless of their lifestyle, age, gender, but the consumer base is constantly changing and their tastes are becoming more refined year by year, light desserts with high quality natural ingredients starting to gaining popularity among them. A new trend with regard to consumers is the choice of buying pastry and confectionery products from small laboratories that promote themselves on specialist websites.

From the desire to offer customers the best quality products and having passion as the secret ingredient, the business plan with the title OASIS OF SWEETS, presents the possibility of establishing a pastry-confectionery laboratory, a laboratory that will be equipped with high-performance technological equipment that meet the forecasted needs. This will lead to an increase in the productivity of the activity carried out in the preparation of pastry-confectionery products.

The important activity object for this project of SC OAZA DULCEGĂRIILOR SRL is 1071 Bread manufacturing; manufacture of cakes and fresh pastry products.

MATERIAL AND METHOD

The methods used in this study were different: the historical method, the comparative

method, the sociological method, the logical method and the analytical one, their aim was the systematic analysis of the information selected from the sources studied in order to develop personal points of view and conclusions about the stated objectives.

RESULTS AND DISCUSSIONS

Through the proposed investment, the company SC OAZA DULCEGĂRIILOR SRL will establish a pastry-confectionery laboratory in the existing building by modernizing it and equipping it with specific machinery and equipment for confectionery and pastry. The existing building is to be modernized so as to meet the needs of the technological flux.

The finished products expected to be obtained through the implementation of the business plan fall under CAEN code 1071- Bread manufacturing; the manufacture of cakes and fresh pastry products by: - the manufacture of fresh confectionery and pastry products.

So that, through the implementation of the investment, the premises of the competitiveness of the SC OAZA DULCEGĂRIILOR SRL activity are created, both from a technological point of view, through the manufacturing technology used being aimed simultaneously at the quality of the products

obtained and efficient in consumption, as well as from the point of view of market requirements, taking into account in this sense the diversified assortment range proposed, respectively its structure, in accordance with the consumption trends on the specific market.

Competition takes place not only with goods of the same kind, but also with substitutable or related goods, between different goods and between product classes. Competitors can each belong to one of the following categories:

- direct competitors include firms that offer the same type of products or services to satisfy the same needs. Being very expensive, direct competition only helps very strong firms with sufficient financial means;
- indirect competitors are companies that offer a similar product to consumers, but with different characteristics, satisfying other needs or preferences;
- substitutes are competitors who come with products very different in form and content, but which satisfy the same consumer need;
- newcomers are the companies that already sell to a certain group of consumers and decide to expand the range of products they offer, but also the manufacturing companies that also acquire a distribution network.

At the Bihor county level, we have identified the following main competitors, with the mention that they were extracted from the official website of the Veterinary Health and Food Safety Directorate.

As far as customers are concerned, it is desired to sell the products directly to consumers with pickup from the laboratory, or through delivery to the address where the order is required, but also through collaboration with various locations for organizing events in order to provide the necessary confectionery products.

The investment is located in the North West Region. The investment will be made in the town of Călățeș, Bihor county, on the existing site that will be modernized as part of this project. The main objective is the establishment of a pastry laboratory by modernizing a building and equipping it with equipment necessary to carry out the activity.

After the finishing of the investment, the beneficiary will operate only after issuing all the necessary authorizations taking into account the

activity that will be carried out. Thus, the process for obtaining the DSV authorization for public food and all the necessary documents and approvals will be started.

Regarding the market analysis and marketing strategy, we have identified the target market in the western area of our country. Confronting the supply and demand in the cake market, the target market is the greedy customers. Currently there is no competition in this market due to the small number of companies that have the same product in our area.

We usually set the selling price according to the production cost to which we add an additional 20 percent.

For the commune of Călățeș, this profitable business is beneficial due to the fact that it offers jobs in the area and the reinvested profit increases the value of the area.

The general technological scheme for the manufacture of pastry and confectionery products is presented as follows: storage of raw and auxiliary materials; preparation of raw and auxiliary materials; dough preparation; dough processing; dough division; making creams/fillings; filling in the case of filled products; dough modelling; leavening in the case of yeast dough; baking; cooling;

To be able to carry out our activity, we need staff. In addition to the specialist – 2 confectioners and 1 pastry chef, we also need an accountant.

The activity we do is based more on the end of the week. Therefore, Mondays and Tuesdays will be days off for our employees. During the weekend, we will also hire auxiliary staff to help us arrange the candy bar at events, for example, or to transport the cakes.

The total value of the investment consists of the costs of the purchase of the complete pastry-confectionery line, to which is added the value of modernizing the construction, equipping it with a ventilation installation to ensure the temperatures and relative humidities necessary for the smooth running of the production process as well as favourable conditions of work for staff, respectively the value of the equipment needed to carry out the activity.

The total eligible value of the investment is 74,500 euros, a value that includes the costs of the basic investment, both the modernization of the existing building and its equipment in order to carry out the activity. The VAT-related value

of 14,155 euros is ineligible within a financing project of the type proposed.

Investment budget – eligible expenses (euro)

Expenses for the basic investment - total, of which:	74.500	0	74.500
A - Construction and intervention works - total, of which:	74.500	0	74.500
4.1 Constructions and plumbing	24.000	0	24.000
4.2 Installation of technological equipment	4.000	0	4.000
4.3 Machinery, technological and functional equipment with assembly	44.000	0	44.000
4.4 Machinery and equipment without assembly, means of transport, other specific purchases		0	0
4.5 Features	2.500	0	2.500
4.6 Intangible assets		0	0
GENERAL TOTAL	74.500	0	74.500
GENERAL TOTAL WITH UPDATE	74.500	0	74.500
VAT value		14.155	14.155
General total including VAT		88.655	

Through the proposed investment, an annual capacity of 5.2 tons of confectionery and pastry products is forecast according to table no. 3.14. so that, from the quantity proposed for each type of monthly product, we made the forecast of monthly, respectively annual expenses, under the conditions in which the laboratory will operate at 100% capacity. We also took into account the seasonality of the demand, during the fasts of the Easter and Christmas holidays, the demand will decrease, but we considered that this will be balanced with the very high demand during the holiday events, etc.

Financial indicators of the investment

INDICATORI FINANCIARI						
Year	U M	To tal 1s t ye ar	To tal 2n d ye ar	Tot al 3rd yea r	To tal 4t h ye ar	To tal 5t h ye ar

N r c r t .	Specification	Value					
		1	Investment value (Vi) = the total value of the project without VAT	R O N	369.915		
2	Operating income (Ve) = income from current activity, according to the applicant's object of activity.	R O N	41 1. 00 0	41 1.0 00	411 .00 0	41 1. 00 0	41 1. 00 0
3	Operating expenses (Ce)= the expenses generated by the current activity	R O N	23 4. 60 8	23 4.6 08	234 .60 8	23 4. 60 8	23 4. 60 8
4	Investment recovery period (Dr) - maximum 12 years	A N I	3,4000				
5	Discount rate		8%				
6	Net Present Value (NPV) - must be positive	R O N	797.342				
7	Cash available at the end of the period - must be positive	R O N	15 2. 53 8	30 5.0 76	457 .61 4	61 0. 15 3	76 2. 69 1

The SWOT analysis

Strong points

- The pleasure of carrying out this activity;
- Product quality;
- Solid knowledge in the preparation of products and the experience gained since making cakes;
- The possibility of promoting products through social media channels;
- New and original product ideas to differentiate us from the competition;
- The diversity of the range of products;
- Availability of raw materials;

Weaknesses

- Little experience in running a business and marketing;

- Seasonality of demand (quantitative)

Opportunities

- Consumer tastes have evolved, they appreciate quality products;
- Increasing the share of customers who take takeaway cakes;
- Increasing demand for candy bars at a multitude of events;
- Lack of a pastry-confectionery laboratory in the locality where the investment is proposed;
- The possibility of delivery in the nearest city in relation to the organization of events;
- Relatively low competition in the extended area;
- New concept and with delivery request to bars and cafes;
- High demand from customers;

Threats

- A possible decrease in consumption in terms of frequency and quantity;
- Increase in raw material costs and utility costs;
- The appearance of other competing companies.

CONCLUSIONS

In the rural or urban environment, a confectionery business can be very profitable if the market is studied carefully. The low investment compared to a restaurant and the possibility to add new products to the offer at any time are among the main advantages of a confectionery business. Last but not least, if due to lack of time, customers will turn to catering instead of the services of a restaurant, they will never let a name day, anniversary or celebration pass without platters of cakes or tarts on the table. The success of the business also depends on how the offer is designed, so that customers are constantly surprised with high-quality products that satisfy the most varied range of requirements.

Customers have less and less time and skills to prepare pastry or confectionery products for them, thus the main objective of SC CREATII DULCI M.D. SRL is to offer customers

the best quality pastry-confectionery products, the analysis of the competition being very important in the organization of the market strategy.

The main market for the products is especially the local market but also at the county level through the relationship with event organizers.

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