MARKETING OF BAKERY AND CONFECTIONARY PRODUCTS IN MAHARASHTRA, INDIA
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ABSTRACT
The study was undertaken in Parbhani district of Maharashtra. The survey was conducted during the year 2004-05 to study the marketing of bakery and confectionary products. The data were collected from 45 bakery and confectionary firm. The marketing information were collected by personal interview from small, medium and large firm owner, and marketing functionaries viz. retailer, wholesaler and hawkers in relation to marketing cost incurred by them. The statistical tools like arithmetic mean, frequency and percentage were used to analyze the data. Result revealed that small bakery firm marketed 49.67 per cent product through channel – IV followed 24.78, 15.20 and 10.35 per cent through channel – I, II and III respectively. Whereas in confectionary products highest sale was recorded in channel – II (48.66 per cent) followed by channel – I, III and IV i.e. 25.71, 14.60 and 11.03 per cent respectively. The overall highest marketing cost was noticed in channel – IV (33.71 per cent) followed by channel – II, III, I. The total marketing margin of functionary recorded in channel – IV (31.79 per cent) followed channel – III, I and II. The producers share in consumer rupee was highest 71.35 per cent in channel – I followed by 66.45 per cent in channel – III. It was observed that the channel – I was more profitable to bakery and confectionery firm owner.