

BIBIOGRAPHY

PAPCO-O, MAYBERLYN T. APRIL 2010. Marketing Peactices of Different Bakeries in La Trinidad. Benguet State University. La Trinidad, Benguet.

Adviser: Clifton D. Llanes

ABSTRACT

The study was conducted to find out the marketing practices of bakeries in La Trinidad. The study was conducted at the municipality of La Trinidad from December 2009 to March, 2010 wherein there were 26 respondents.

Among the 26 respondent bakeries in La Trinidad, 24 were sole proprietorship and only 2 were partnership. Ten had start-up capital of 50,001 to 100,000 pesos, and six bakeries started to operate with 10,000 to 20,000 pesos. Majority of the respondents claim to earn a monthly income of less than 20,000 pesos. Most of respondent have been in operation for less than 10 years. Only few have been in operation for 11 to 20 years, and only 2 have been in operation for more than 20 years. The most commonly produced products among the bakeries were loaf, Spanish bread and pandesal, cinnamon bread and muffins. Majority of the bakery has no specific target market for their products. For the most common bread among the bakeries, stability of demand was the reasons for production for majority of the respondent.

The choice of packaging material by bakeries is primarily based on their concern to protect the products more than anything indicating a low appreciation of the

promotional contribution of packaging. Using various bases for product pricing, the primary concern was to make products more affordable to the consumers.

There were also various promotional activities practiced by the bakeries but the primary concern was more for informing the consumers than to influence their buying decisions. Bakeries in La Trinidad hence tend to be consumer-friendly but most lack on understanding of marketing to improve on their market share.

It is therefore recommended that assistance be provided to these bakeries in fortifying their marketing strategies.

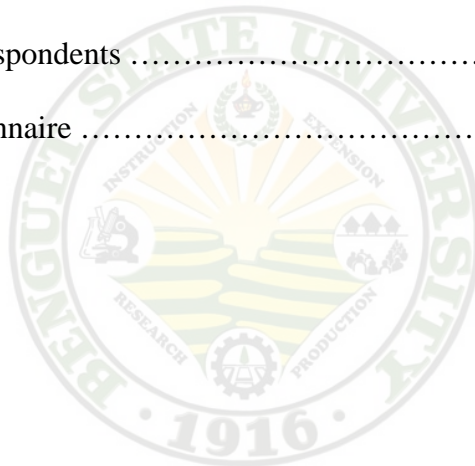


TABLE OF CONTENTS

	Page
Bibliography.....	i
Abstract	i
Table of Contents	iii
 INTRODUCTION	
Rationale	1
Importance of the Study	2
Statement of the Problem	2
Objectives of the Study	3
Scope and Delimitation of the Study	3
 REVIEW OF LITERATURE	
Product	4
Pricing	6
Promotion	7
Place/Distribution	8
Bread	9
History of Bread-making	9
Definition of Terms	12
 METHODOLOGY	
Locale and Time of the Study	13
Respondents of the Study	13

Research Instrument	13
Data Analysis	13
RESULTS AND DISCUSSIONS	
General Information of the Business	16
Products Produced	17
Product Target Customers	20
Reasons for Producing the Products	22
Highest Sale Products	26
Basis of Brands	28
Reason in Choosing the Brand Name of the Products	30
Packaging Materials	32
Reasons in Choosing Packaging Materials	33
Label Information	37
Characteristics of New Product	38
Problems on New Products	39
Price Method	40
Objectives in Pricing	41
Promotional Measures	42
Reasons in Choosing Promotional Measures	43
Objectives in Promoting the Products	46
Market Outlet	46
Reasons in Choosing Market Outlet	46
Maintaining Market Outlet	49

Selling Product Directly to Consumers	50
Reasons in Selling Product Directly to Consumers	51
Problems Encountered in Marketing The Products	52
SUMMARY, CONCLUSION AND RECOMMENDATION	
Summary	53
Conclusion	54
Recommendation	55
LITERATURE CITED	56
APPENDICES	
A. Letter to the Respondents	57
B. Survey Questionnaire	58



INTRODUCTION

Rationale

Marketing is one of the areas of responsibility of a business. It consists of all activities designed to generate and facilitate any exchange intended to satisfy human needs or wants. Business activities to plan, price, promote and distribute want-satisfying products and services to target markets in order to achieve organization objectives.

Marketing mix is the term that is used to describe the combination of the four comprehensive and consistent inputs that constitute the core of an organization's marketing system. These four elements are the product offerings, the price structure, the promotional activities and the distribution system.

A bakery is an establishment which produces and sells bread, pies, cakes, biscuits, rolls and other baked goods prepared by bakers. It is a business that needs to design a strategic marketing mix that is directed towards satisfying the wants of its target market and to achieve its marketing goals.

La Trinidad is a 1st class municipality in the province of Benguet, Philippines. It is the capital municipality of Benguet. According to the 2000 census, it has a population of 67,963 people in 13,658 households. It is located 3 km north of Baguio City and 256 km north of Manila. Residents of La Trinidad are students, businessmen, farmers and other busy people. Because of being busy, people are fond of buying breads without any long time preparation. There are many bakeries competing in La Trinidad. As of 2008, there is a total number of 5,120 businesses registered in La Trinidad. It is composed of 28 bakeries, 879 sari-sari stores, 709 real state lessors, 445 vegetable dealers, 477 liquor



vendors, 252 cigarette vendors, 32 banking and lending services, 22 schools, and other kind of businesses.

Importance of the Study

This study was conducted to find out the marketing practices of bakeries in La Trinidad. Result of the study could be a guide in understanding of marketing practices to those who are interested to engage in bakery business. It could help the La Trinidad bakery managers themselves to improve their strategies to have a better sales in the market. They will be able to formulate future effective marketing strategies. This study could also be a reference for future related studies. As a consumer of bread, the researcher wants to know the marketing practices of bakeries in La Trinidad. Through this information, she wants to help the managers who engaged in bakery that need more information in order to be successful.

Statement of the Problem

The research was conducted to find the answers for the questions:

1. What are the different products being produce by the different bakeries in La Trinidad and why?
2. Who are the target customers for these products?
3. What are the packaging and labeling practices of products of different bakeries in La Trinidad and why?
4. What is their pricing method?
5. What are their promotion activities and why?
6. What are their distribution channels and why?



Objectives of the Study

This study aimed:

1. To determine the different products being produce by the different bakeries in La Trinidad and their reasons.
2. To identify the target customers for these products.
3. To determine the packaging and labeling practices of products of different bakeries in La Trinidad and their reasons.
4. To determine their pricing method.
5. To determine their promotion activities and their reasons.
6. To identify their distribution channels and their reasons.

Scope and Delimitation of the Study

This study was conducted in La Trinidad. The main concern is to determine the marketing mix practices of the different bakeries.



REVIEW OF LITERATURE

Marketing, the process by which a product or service originates and is then priced, promoted, and distributed to consumers. In large corporations, the principal marketing functions precede the manufacture of a product. They involve market research and product development, design, and testing.

Marketing includes planning, organizing, directing, and controlling the decision-making regarding product line, pricing, promotion and servicing. In most of these areas marketing has overall authority in others, as in product-line development, its function is primarily advisory. In addition, the marketing department of a business firm is responsible for the physical distribution of the products, determining the channels of distribution that will be used, and supervising the profitable flow of goods from the factory or warehouse (Robbs, 2006).

The marketing mix is the set of controllable variables that must be managed to satisfy the target market and achieved organizational objectives. These controllable variables are usually classified according to four decision areas: product, price, promotion, and place.

Product

Product strategy is a critical element of marketing and business strategy, since it is through the sale of products and services that companies survive and grow.

In order to stand a long-term chance in the market, a company must design its products in such a way that they are in accordance with the prevailing market demand.



The various elements of the product design such as quality, styling, form, color, and packaging are to be harmonized with each other (WIWAG®, 2008).

A brand is name, term, design, symbol, or any other feature that identifies one seller's goods or services as distinct from those of other sellers. For some organizations, the primary focus of strategy development is place on brand building, developing, and nurturing activities. Many other companies use branding strategies in order to increase the strength of the product image. The brand name is perhaps the single most important element on the package serving as a unique identifier. A good brand name can evoke feelings of trust, confidence, security, strength and many other desirable characteristics (Peter and Donnelly, 2001).

Unique packaging is one method of differentiating a relatively homogeneous product. Companies have begun utilizing packaging strategies to strengthen their brands by updating the looks. Packaging changes can make products urgently salable to a targeted segment. Marketing managers must consider both the consumers and cost and making packaging decisions. The packaging must be capable of protecting the product through the channel of distribution to the consumer. It is desirable for packages to have a convenient size and be easy to open for the consumer. Package must also be attractive and informative, capable of being used as a competitive weapon to project a product's image. The marketing manager must determine the optimal protection, convenience, positioning, and promotional strengths of packages, subject to cost constraints.

Labeling is indispensable to consumers in the exercise of their right to information and choice, and to businesses in enabling them to cater to their market's needs and to promote their products well. But labeling has a far more important function



than merely contributing to sales; it is double-edged sword with the equal ability to misinform as much as it provides the right information (Anonymous, 2006).

Pricing

One of the most important and complex decisions a firm has to make relates to pricing its products or services. If consumers or organizational buyers perceive a price to be too high, they may purchase competitive brands or substitute products, leading to a loss of sales and profits for the firm. If the price is too low, sales might increase, but profitability may suffer. Thus pricing decisions must be given carefully consideration when a firm is introducing a new product or planning a short-or long-term price change (Peter and Donnelly, 2001).

There are three basic pricing strategies: (1) “Cost-based” pricing strategy is pricing a brand based on achieving a given margin over and above costs of manufacturing, marketing and distribution. Often associated with sales- or production-led organizations; tends to encourage a mechanistic approach to cost control and pricing, (2) “Competition-based” is a pricing strategy based on the competitive strategy and on “attack/defense moves” of competitors against a given brand. Often associated with “competitive intelligence-led” organizations; characterized by an “against-someone” positioning, and (3) “Value-based” is pricing based on value of a brand as perceived by the consumer. Value perceived by consumer may have little to do with the cost of manufacturing, marketing or distribution. Often associated with marketing-led organizations, tends to focus organizations on maximizing the value creation process (Nobilis, 2009).



Promotion

According to Kotler (2000), there are five promotional tools. Each of these tools has its own unique characteristics and costs. These tools are advertising, sales promotion, public relations and publicity, personal selling and direct marketing.

Advertising can be used to build up a long-term image for a product or trigger quick sales. It can efficiently reach geographically dispersed buyers. Certain forms of advertising (TV advertising) can require a large budget, where as other forms (newspaper advertising) can be done on a small budget. Advertising must have an effect on sales simply through its presence. Consumers might believe that a heavily advertised brand must offer “good value”.

Stanton and Futrell, (1987) stated that sales promotion is designed to supplement and coordinate personal selling and advertising effort. Sales promotion include such activities as setting up store displays, holding trade shows, and distributing samples, premiums, of coupons. Although these tools are highly diverse, they offer three distinctive benefits: first is communication, they gain attention and usually provide information that may lead the consumer to the product. Second is incentive. They incorporate some concession, inducement, or contribution that gives value to the consumer. Lastly is invitation. They include a distinct invitation to engage in the transaction now. Companies use sales promotion tools to draw a stronger and quicker buyer response (Kotler, 2000).

Public relations is used to manage the image of an organization with its stakeholders and to close the gap between a company’s desired image and the way in which it is perceived by its various publics. Public relations has gained greater



prominence in recent years as companies recognize the importance of managing relationships with key stakeholder groups and the contribution that these relationship can have on corporate image and reputation. In comparison to other communication tools, public relations has a broader scope, although its use can make a business' marketing activities easier (Brennan *et al.*, 2007).

Peter and Donnelly, (2001) defined personal selling as a two-way flow of communication between a potential buyer and a salesperson that is designed to accomplish at least three tasks: (1) identify the potential buyer's needs; (2) match those needs to one or more of the firm's products or services; and (3) on the basis of this match, convince the buyer to purchase the product. The personal selling element of the promotion mix can encompass diverse forms of direct interaction between a salesperson and potential buyer, including face-to-face, telephone, written, and computer communication.

Direct marketing involves interaction between individual costumers and the vendor organization, with costumer responses to communication from and transactions with the vendor being recorded and the data used to guide the formulation, execution and control of relationship management programmes with those customers (Brennan *et al.*, 2007).

Place/Distribution

Place includes the various activities the company undertakes to make the product accessible and available to target customers. A manager must identify, recruit, and link various marketing facilitators to supply its products and services efficiently to the target



market. They must understand the various types of retailers, wholesalers and physical distribution firms and how they make their decisions (Kotler, 2000).

Channel or distribution decisions involve numerous integrated into the total Marketing mix. Because of the time and money required to set up an efficient channel, and since channels are often hard to change once they are set up. These decisions are critical to the success of the firm. Channels of distribution should provide the ultimate consumer or organizational buyer with time, place, and possession utility. Thus an efficient channel is one that delivers the product when and where it is wanted at a minimum total cost (Peter and Donnelly, 2001).

Bread

Bread, highly nutritious food eaten in one form or another by nearly every person on earth. An excellent source of vitamins, protein, and carbohydrates, bread has been an essential element of human diets for centuries in all regions but rice-growing Southeast Asia. The simplest breads are made from grains—such as wheat, oats, barley, rye, millet, and corn—mixed with milk or water. These ingredients are mixed into dough, shaped, and cooked, usually by baking. Salt, eggs, sugar, and other ingredients may be added to give the bread flavor, change its texture, or increase its nutritional value. A special ingredient called a leavening agent is often added to make the bread rise by enlarging air pockets in the dough, giving it a lighter texture and more volume.

History of bread-making

Although people have been making bread for thousands of years, its exact origins are unknown. During the late Stone Age, nomadic tribes probably made a thick gruel



from wild grain and baked it into flat cakes on hot stones in their campfires. About 10,000 years ago nomadic tribes settled and began cultivating grains, among them einkorn and emmer, the ancestors of modern domestic wheat. Around 6000 BC Swiss lake dwellers improved on the wild grain-gruel recipe by crushing grains to make a flatbread. Archaeological evidence suggests that yeast-risen wheat breads were developed in Egypt around 4000 years ago. The Egyptians are also believed to be the first to grind wheat flour in a process analogous to modern milling.

Technical advances continued to improve bread-making techniques, among them the use of the yeast-containing residue of the brewing process as a leavening agent. Bread bakers no longer had to rely on wild airborne yeast or sourdough starters, and by the 3rd century BC, yeast was manufactured commercially in Egypt.

Greeks who colonized the Mediterranean between about 700 and 130 BC were avid bakers. They refined flours to eliminate the impurities; seasoned their breads and cakes with honey, sesame, and fruits; and invented a stone oven for baking bread. By the 2nd century AD Roman bakeries produced several different kinds of bread, and the Romans introduced their bread to all the lands they conquered.

During the early half of the Middle Ages, around the 5th century to the 10th century, political conditions caused trade between countries to decline. Wheat crops, grown in warm, dry climates, became less available to bakers in the cool, damp countries of northern Europe. Northern bakers perfected rye, oat, and barley breads, and a tradition of dark, hearty bread making persists in some regions of northern Europe today.

Colonial Americans made bread from cornmeal at home, baking it in the fireplace hearth. Wheat for bread became available as American settlers migrated westward to the



plains—regions with climates suitable for wheat farming—and established cooperative mills for grinding grain. Railroads made grain and flour distribution efficient and cost-effective. Bread makers had to make their own yeast or rely on old dough starters for leavening until 1868, when prepared packaged yeast was made available for sale to the public.

In the 20th century, industrial and technological improvements made the time-consuming flour-refining process less expensive. White flour, once considered a delicacy for the upper classes, replaced whole wheat flour as the cheapest, most widely produced flour. Until the early 20th century, white flour was not fortified with the vitamins and minerals lost during the refining process, and conditions caused by vitamin deficiencies became more prevalent as white bread replaced whole wheat bread in popularity. Cases of beriberi, a condition resulting from a lack of thiamine, and pellagra, caused by dietary niacin deficiencies, increased dramatically. Many governments, including the United States, began enforcing mandatory vitamin and mineral fortification requirements. These programs have been quite successful, and cases of beriberi and pellagra are now very rare in industrialized countries.

In the 21st century, consumers in Canada and the United States began to favor a greater variety and more healthful types of bread. In response to this demand, supermarkets began to offer more than just white bread and whole wheat bread. Breads made with different types of grains and without fats, which are produced when polyunsaturated oils are hydrogenated, were sought after. Breads made of organically grown wheat also became popular, and chain stores offering freshly baked, hand-kneaded varieties of bread began to open across the North American continent (Ryan, 2007).



Definition of Terms

Bakery – is a business that produces and sells breads.

Bread – a kind of food made of flour or meal that has been mixed with milk or water and other ingredients.

Marketing- refers to all activities designed to generate and facilitate any exchange intended to satisfy human needs and wants.

Marketing strategy – the set of marketing tools that the firm uses to pursue its marketing objectives.

Place – refers to the market outlet.

Place/Distribution strategy – plan or method in distributing products to the market outlets.

Price – amount of money for which anything is bought or offered for sale.

Pricing strategy – plan or method in pricing a certain product.

Product - features that provide benefits desired by the target market.

Product strategy – plan or method in making the product more attractive to the customers.

Promotion – conveying information about the product that will attract customers to buy.

Promotion strategy – plan or method to promote products.



METHODOLOGY

Locale and Time of the Study

The study was conducted at the municipality of La Trinidad from December, 2009 to March, 2010.

Respondents of the Study

The respondents of the study are the owners and managers of the different bakeries in La Trinidad. There are 28 bakeries registered in La Trinidad. There are only 26 respondents on the study. The researcher obtained the list of all bakeries registered in La Trinidad from the municipal office.

Research Instrument

Survey questionnaire was used in gathering the data needed in the study.

Data Analysis

Correlation analysis between bakery profile and marketing practices was used. Descriptive analysis using percentage and frequency counts was used primarily to describe the data.



Following are the respondent bakeries that were registered in the municipality of La Trinidad:

Name	Address
1. Apple Blossom Bakeshop	FA-271 Km.4 Balili
2. Blessed Assurance Bakeshop	Lubas
3. Cherry Blossom Bakery	JC-189 Central Pico
4. Chezen Bakery	FD-251 Pinespark Balili
5. Cranberry Bakeshop	Senly loy Bldg. Km. 4 Balili
6. Danjem's Small Bakery	LB-111 Rockyside I, Lubas
7. David's Bakery	C-63 Rockyside Lubas
8. Dexyn's Bakery	KB-51 Cruz
9. Dreamland's Bread Corner	Bik. 6 lot 34A Dreamland Subd. Pico
10. F&F Bakery	FD-108 Balili
11. Four N's Bakery	Alumit Bldg. Town Poblacion
12. George's Bakery	FB-116 Tabangaoen, Balili
13. GLG Bakery	MB-171 Puguis
14. Gracia's Food Products	KF-003 Kangas rd., Cruz
15. Green Arrow Bakeshop	AE-202, West Buyagan
16. JML Family Bakery	Km.12 Shilan
17. Junction Bakery	BB-004 Alapang
18. Karate's Bakeshop	FA-153 A Balili
19. Lazaro's Dainty Bakeshop	JF-94 Pico
20. Marosan's Bakery	JB-144 Km.4



21. Mister Hopia	Km.5 balili
22. Praise Bakeshop	IC-117 Betag
23. The Valley Bread	AE-220, Poblacion, Buyagan
24. Tita Helen's Bread	AD-70 Buyagan
25. Town Fiesta Bakeshop	Alumit Bldg. Town Poblacion
26. Wongking.com Bakeshop	Km.5 Balili



RESULTS AND DISCUSSION

General Information of the Business

Table 1 presents general information on the respondent businesses in terms of form of business, years in operation, beginning capital and monthly business income.

Form of business. From the 26 respondent bakeries in La Trinidad, 24 (92.3%) were sole proprietorship and only 2 (7.7%) were partnership.

Years in operation. Most (76.9%) of respondent have been in operation for less than 10 years. Only a few (15.4%) have been in operation for 11 to 20 years, and only 2 (7.7%) have been in operation for more than 20 years. This implies that most respondent bakeries are relatively new in the industry.

Beginning capital. Putting up a bakery needs enough resources and other inputs to start the operation. Ten (38.5%) of the respondents had start-up capital of 50,001 to 100,000 pesos, this includes the partnership. Six (23.1%) bakeries started to operate with 10,000 to 20,000 pesos.

Business income. Majority of the respondents (57.7%) claim to earn a monthly income of less than 20,000 pesos.



Table 1. General information of the business

YEARS IN OPERATION	BUSINESS FORM					
	SOLE PROPRIETORSHIP		PARTNERSHIP		TOTAL	
	F	%	F	%	F	%
≤10	19	73.1	1	3.8	20	76.9
11 - 20	3	11.5	1	3.8	4	15.4
>20	2	7.7	0	0	2	7.7
TOTAL	24	92.3	2	7.6	26	100.0
BEGINNING CAPITAL						
10,000-20,000	6	23.1	0	0	6	23.1
20,001-30,000	4	15.4	0	0	4	15.4
30,001-40,000	1	3.8	0	0	1	3.8
40,001-50,000	4	15.4	0	0	4	15.4
50,001-100,000	8	30.8	2	7.7	10	38.5
TOTAL	23	88.5	2	7.7	25	96.2
MONTHLY BUSINESS INCOME						
≤20,000	15	57.7	0	0	15	57.7
20,001-30,000	4	15.4	1	3.8	5	19.2
30,001-40,000	2	7.7	0	0	2	7.7
40,001-50,000	2	7.7	1	3.8	3	11.5
TOTAL	23	88.5	2	7.7	25	96.2

Products Produced

Tables 2, 3 and 4 present the products produced by the bakeries are tabulated against their form of business, years of operation, and monthly income.

All respondents produce loaf, Spanish bread and pandesal, 25 (96.2%) produce cinnamon bread and 23 (88.5%) produce muffins. These hence, are the most commonly produced products among the bakeries.

Other products produced by a majority of respondents are cheese bread (80.8%), ensaymada (57.7%), rolls (57.7%) and buns (53.8%)



Business form. Table 2 further shows that the partnership produce almost all of the listed products thus indicating that they have a deeper product line than most of the respondents.

Years in operation. Table 3 shows that respondents operating from 11 to 20 years produce almost half of the listed products but those operating for more than 20 years are selective as to loaf, spanish bread, cinnamon bread, ensaymada and pandesal. The products they produce are the more common products among respondents.

Monthly income. Table 4 shows that respondents who estimate their monthly income to be more than 40,000 pesos produce the more commonly produced products among the bakeries. The same could be seen for those with an estimated monthly income of 20,001 to 30,000 pesos except that some of them also produce the other products listed.

Table 2. Products produced and business form

PRODUCTS	BUSINESS FORM					
	SOLE PROPRIETORSHIP		PARTNERSHIP		TOTAL	
	F	%	F	%	F	%
Loaf	24	92.3	2	7.7	26	100.0
Raisin bread	9	34.6	2	7.7	11	42.3
Spanish bread	24	92.3	2	7.7	26	100.0
Cheese bread	19	73.1	2	7.7	21	80.8
Cinnamon bread	23	88.5	2	7.7	25	96.2
Ensaymada	13	50.0	2	7.7	15	57.7
Muffins	21	80.8	2	7.7	23	88.5
Pandesal	24	92.3	2	7.7	26	100.0
Cakes	6	23.1	2	7.7	8	30.8
Rolls	12	46.2	2	7.7	14	53.8
Buns	13	50.0	1	3.8	14	53.8
Siopao	4	15.4	1	3.8	5	19.2



Table 2 continued...

PRODUCTS	BUSINESS FORM					
	SOLE				TOTAL	
	PROPRIETORSHIP		PARTNERSHIP		F	%
	F	%	F	%	F	%
Pies	3	11.5	2	7.7	5	19.2
Pandecoco	8	30.8	0	0	8	30.8
Pudding	5	19.2	1	3.8	6	23.1
San Nicolas	3	11.5	0	0	3	11.5
Long john	5	19.2	1	3.8	6	23.1
Cookies	8	30.8	1	3.8	9	34.6

*multiple response

Table 3. Products produced and years in operation

PRODUCTS	YEARS IN OPERATION							
	<10		11 - 20		> 20		TOTAL	
	F	%	F	%	F	%	F	%
Loaf	20	76.9	4	15.4	2	7.7	26	100.0
Raisin bread	7	26.9	3	11.5	1	3.8	11	42.3
Spanish bread	20	76.9	4	15.4	2	7.7	26	100.0
Cheese bread	16	61.5	4	15.4	1	3.8	21	80.8
Cinnamon bread	19	73.1	4	15.0	2	7.7	25	96.2
Ensaymada	12	46.2	1	3.8	2	7.7	15	57.7
Muffins	18	69.2	4	15.4	1	3.8	23	88.5
Pandesal	20	76.9	4	15.4	2	7.7	26	100.0
Cakes	5	19.2	3	11.5	0	0	8	30.8
Rolls	9	34.6	4	15.4	1	3.9	14	53.8
Buns	8	30.8	4	15.4	2	7.7	14	53.8
Siopao	3	11.5	2	7.7	0	0	5	19.2
Pies	2	7.7	3	11.5	0	0	5	19.2
Pandecoco	6	23.1	1	3.8	1	3.9	8	30.8
Pudding	4	15.4	2	7.7	0	0	6	23.1
San Nicolas	2	7.7	1	3.8	0	0	3	11.5
Long john	4	15.4	1	3.8	1	3.9	6	23.1
Cookies	7	26.9	2	7.7	0	0	9	34.6
TOTAL	20	76.9	4	15.4	2	7.7	26	100.0

*multiple response



Table 4. Products produce and business income

PRODUCTS	BUSINESS INCOME									
	≤ 20,000		20,001-30,000		30,001-40,000		40,001-50,000		TOTAL	
	F	%	F	%	F	%	F	%	F	%
Loaf	15	57.7	5	19.2	2	7.7	3	11.5	25	96.2
Raisin bread	5	19.2	3	11.5	0	0	3	11.5	11	42.3
Spanish bread	15	57.7	5	19.2	2	7.7	3	11.5	25	96.2
Cheese bread	11	42.3	5	19.2	1	3.8	3	11.5	20	76.9
Cinnamon bread	15	57.7	5	19.2	2	7.7	3	11.5	25	96.2
Ensaymada	8	30.8	3	11.5	2	7.7	2	7.7	15	57.7
Muffins	12	46.2	5	19.2	2	7.7	3	11.5	2	84.6
Pandesal	15	57.7	5	19.2	2	7.7	3	11.5	25	96.2
Cakes	3	11.5	2	7.7	1	3.8	2	7.7	8	30.8
Rolls	6	23.1	3	11.5	1	3.8	3	11.5	13	50.0
Buns	6	23.1	4	15.4	2	7.7	2	7.7	14	53.9
Siopao	3	11.5	2	7.7	0	0	0	0	5	19.2
Pies	1	3.8	2	7.7	0	0	2	7.7	5	19.2
Pandecoco	6	23.1	1	3.8	0	0	0	0	7	26.9
Pudding	2	7.7	2	7.7	1	3.8	0	0	5	19.2
San Nicolas	2	7.7	1	3.8	0	0	0	0	3	11.5
Long john	4	15.4	1	3.8	0	0	0	0	5	19.2
Cookies	5	19.2	3	11.5	0	0	0	0	8	30.8

*multiple response

Product Target Customers

Table 5 shows that majority of the bakery has no specific target market for their products. It is for anyone who happens to like their breads. In addition, there were few bakeries that have the target market of the white collar worker for raisin bread, cinnamon bread, cakes and pies. Few also targeted blue collar worker for cheese bread, cinnamon bread, muffins, rolls and pies. There is only one bakery targeted teeners for muffins.



Table 5. Target costumers

TARGET CUSTOMERS	YEARS IN OPERATION							
	<10		11 - 20		>20		TOTAL	
	F	%	F	%	F	%	F	%
1. LOAF								
Anyone	20	76.9	4	15.4	2	7.7	26	100.0
2. RAISIN BREAD								
White collar worker	1	9.1	0	0	0	0	1	9.1
Anyone	6	54.5	3	27.3	1	9.1	10	90.9
3. SPANISH BREAD								
Anyone	19	73.1	4	15.4	2	7.69	25	96.2
4. CHEESE BREAD								
Blue collar worker	1	4.8	0	0	0	0	1	4.8
Anyone	14	66.7	4	19.0	1	4.8	19	90.5
5. CINNAMON								
White collar worker	1	4.0	0	0	0	0	1	4.0
Blue collar worker	1	4.0	0	0	0	0	1	4.0
Anyone	18	72.0	4	16.0	2	8.0	24	96.0
6. ENSAYMADA								
Blue collar worker	1	6.7	0	0	0	0	1	6.7
Anyone	10	38.5	1	6.7	2	13.3	13	58.5
7. MUFFINS								
Blue collar worker	1	4.4	0	0	0	0	1	4.4
Teeners	0	0	1	4.4	0	0	1	4.4
Anyone	17	73.9	3	13	1	4.4	21	91.3
8. PANDESAL								
Anyone	20	76.9	4	15.4	2	7.7	26	100.0
9. CAKES								
White collar worker	1	12.5	0	0	0	0	1	12.5
Anyone	4	50.0	2	25.0	0	0	6	75.0
10. ROLLS								
Blue collar worker	1	7.1	0	0	0	0	1	7.1
Anyone	8	57.1	3	21.4	1	7.1	12	85.6
11. BUNS								
Anyone	8	57.1	4	28.6	2	14.3	14	100.0
12. SIOPAO								
Anyone	3	60.0	2	40.0	0	0	5	100.0
13. PIE								
White collar worker	1	20.0	0	0	0	0	1	20.0
Blue collar worker	1	20.0	0	0	0	0	1	20.0
Anyone	1	20.0	3	60.0	0	0	4	80.0



Table 5 continued...

TARGET CUSTOMERS	YEARS IN OPERATION							
	<10		20-Nov		>20		TOTAL	
	F	%	F	%	F	%	F	%
14. PANDECOCO								
Anyone	6	75.0	1	12.5	1	12.5	8	100.0
15. PUDDING								
Anyone	3	50.0	2	33.3	0	0	5	83.3
16. SAN NICOLAS								
Anyone	2	66.7	1	33.3	0	0	3	100.0
17. LONGJOHN								
Anyone	4	66.7	1	16.7	0	0	5	83.4
18. COOKIES								
Anyone	7	77.8	2	22.2	0	0	9	100.0

*multiple response

Reasons for Producing the Products

Table 6 presents the reason given by the bakeries for producing each product.

For loaf, spanish bread, pandesal, cinnamon bread, and muffins which are the most common bread among the bakeries, stability of demand was the reasons for production for majority of the respondent. For pandesal, however, less than half gave this as their reason as other cited the low cost of production and increasing demand as their reasons. Furthermore, not all respondents producing these common products cited stability of demand as their reason.

Additionally, most respondents producing the other commonly produced products like cheese bread. Ensaymada rolls and buns cited stable demand as their reason. However, less than half of the respondents gave this as a reason for producing buns citing also its ease of production as another equally important reason.



In general, the bakeries have varied reasons for producing various products, the more common reason being stability of demand implying that bakeries tend to prefer certainly of sale of their products more than any other reasons.

Table 6. Reasons for production and years in operation

REASONS	YEARS IN OPERATION							
	≤10		11-20		> 20		TOTAL	
	F	%	F	%	F	%	F	%
1. LOAF								
Increasing demand	4	15.4	3	11.5	1	3.8	8	30.7
Low cost of production	3	11.5	0	0	0	0	3	11.5
Easy to produce	2	7.7	0	0	0	0	2	7.7
Stable demand	13	50.0	1	3.8	1	3.8	15	57.6
2. RAISIN BREAD								
Increasing demand	2	18.2	0	0	0	0	2	18.2
Customer request	1	9.1	2	18.0	0	0	3	27.1
Easy to produce	0	0	1	9.1	0	0	1	9.1
Stable demand	4	36.4	0	0	1	9.1	5	45.5
3. SPANISH BREAD								
Increasing demand	5	19.2	1	3.8	0	0	6	23.0
Low cost of production	3	11.5	0	0	0	0	3	11.5
Customer request	0	0	2	7.7	0	0	2	7.7
Easy to produce	2	7.7	1	3.8	0	0	3	11.5
Stable demand	11	42.3	0	0	2	7.7	13	50.0
4. CHEESE BREAD								
Increasing demand	2	9.5	0	0	0	0	2	9.5
Low cost of production	3	14.3	0	0	0	0	3	14.3
Customer request	0	0	1	4.8	0	0	1	4.8
Easy to produce	1	4.8	2	9.5	0	0	3	14.3
Stable demand	12	57.1	1	4.8	1	4.8	14	66.7
5. CINNAMON BREAD								
Increasing demand	3	12.0	1	4.0	0	0	4	16.0
Low cost of production	2	8.0	1	4.0	0	0	3	12.0
Easy to produce	2	8.0	1	4.0	0	0	3	12.0
Stable demand	12	48.0	1	4.0	2	8.0	15	60.0



Table 6 continued...

REASONS	YEARS IN OPERATION							
	≤10		20-Nov		> 20		TOTAL	
	F	%	F	%	F	%	F	%
6. ENSAYMADA								
Increasing demand	2	13.3	0	0	0	0	2	13.3
Customer request	1	6.7	1	6.7	0	0	2	13.3
Easy to produce	1	6.7	0	0	0	0	1	6.7
Stable demand	8	53.3	0	0	2	13.3	10	66.6
7. MUFFINS								
Increasing demand	1	4.4	2	8.7	0	0	3	13.1
Low cost of production	2	8.7	0	0	0	0	2	8.7
Customer request	0	0	1	4.4	0	0	1	4.4
Easy to produce	2	8.7	2	8.7	0	0	4	17.4
Stable demand	15	65.2	0	0	1	4.0	16	69.6
8. PANDESAL								
Increasing demand	7	26.9	1	3.8	0	0	8	30.7
Low cost of production	9	34.6	0	0	0	0	9	34.6
Customer request	3	11.5	1	3.8	0	0	4	15.3
Easy to produce	8	30.8	3	11.5	0	0	11	42.3
Stable demand	10	38.5	1	3.8	1	3.8	12	46.1
9. CAKES								
Increasing demand	2	25.0	0	0	0	0	2	25.0
Customer request	2	25.0	1	12.5	0	0	3	37.5
Easy to produce	0	0	1	12.5	0	0	1	12.5
Stable demand	1	12.5	1	12.5	0	0	2	25.0
10. ROLLS								
Increasing demand	1	7.1	0	0	0	0	1	7.1
Customer request	0	0	2	14.3	0	0	2	14.3
Easy to produce	1	7.1	0	0	0	0	1	7.1
Stable demand	7	50.0	2	14.3	1	7.1	10	71.4
11. BUNS								
Increasing demand	1	7.1	1	7.1	0	0	2	14.2
Low cost of production	3	21.4	0	0	0	0	3	21.4
Customer request	3	21.4	0	0	0	0	3	21.4
Easy to produce	4	28.6	2	14.3	0	0	6	42.8
Stable demand	3	21.4	1	7.1	2	14.3	6	42.8
12. SIOPAO								
Customer request	0	0	2	40.0	0	0	2	40.0
Stable demand	3	60.0	0	0	0	0	3	60.0



Table 6 continued...

REASONS	YEARS IN OPERATION							
	≤10		20-Nov		> 20		TOTAL	
	F	%	F	%	F	%	F	%
13. PIE								
Increasing demand	1	20.0	0	0	0	0	1	20.0
Easy to produce	0	0	1	20.0	0	0	1	20.0
Stable demand	1	20.0	2	40.0	0	0	3	60.0
14. PANDECOCO								
Stable demand	6	75.0	1	12.5	1	12.5	8	100.0
15. PUDDING								
Increasing demand	1	16.7	0	0	0	0	1	16.7
Customer request	1	16.7	1	16.7	0	0	2	33.4
Easy to produce	1	16.7	1	16.7	0	0	2	33.4
Stable demand	2	33.3	0	0	0	0	2	33.3
16. SAN NICOLAS								
Easy to produce	1	33.3	0	0	0	0	1	33.3
Stable demand	1	33.3	1	33.3	0	0	2	66.6
17. LONG JOHN								
Easy to produce	1	16.7	1	16.7	0	0	2	33.4
Stable demand	3	50.0	0	0	1	16.7	4	66.7
18. COOKIES								
Increasing demand	0	0	1	11.1	0	0	1	11.1
Low cost of Production	2	22.2	0	0	0	0	2	22.2
Easy to produce	0	0	1	11.1	0	0	1	11.1
Stable demand	5	55.6	0	0	0	0	5	55.6

*multiple response



Highest Sale Products

When asked to list down the products that earn them the highest sales, the bakeries listed the most commonly produced products with the addition of cakes for the few who do produce these. Table 7 present these results.

Overall, 8 (30.8%) of the respondents named loaf as their highest selling product and cinnamon bread comes next with 7 (26.9%) respondents. Out of 8 cake producers only half had this as their highest selling product.

Pandesal and spanish bread are not listed as the highest selling products by any of the partnerships nor for those operating for more than 11 years.



Table 7. Highest sale products

PRODUCTS	BUSINESS FORM				YEARS IN OPERATION								BUSINESS INCOME												
	SOLE PROPRIETORSHIP		PARTNERSHIP		TOTAL		≤10		11 - 20		> 20		TOTAL		≥ 20,000		20,001- 30,000		30,001- 40,000		40,001- 50,000		TOTAL		
	F	%	F	%	F	%	F	%	F	%	F	%	F	%	F	%	F	%	F	%	F	%	F	%	F
Pandesal	4	15.0	0	0	4	15.0	4	15.0	0	0	0	0	4	15.0	2	7.7	0	0	2	8.0	0	0	4	15.0	
Cinnamon	6	23.0	1	4.0	7	27.0	5	19.0	1	4.0	1	4.0	7	27.0	5	19.0	2	8.0	0	0	0	0	7	27.0	
Loaf	7	27.0	1	4.0	8	31.0	6	23.0	1	4.0	1	4.0	8	31.0	5	19.0	2	8.0	0	0	1	4.0	8	31.0	
Cakes	3	12.0	1	4.0	4	15.0	3	12.0	1	4.0	0	0	4	15.0	1	3.8	1	4.0	0	0	2	8.0	4	15.0	
Spanish bread	3	12.0	0	0	3	12.0	3	12.0	0	0	0	0	3	12.0	2	7.7	0	0	0	0	0	0	2	8.0	

*Multiple Response



Basis of Brands

According to Peter and Donnelly (2001), branding is identifying one seller's goods or services as distinct from those of other sellers. If the name of a business is too close to another company's then people are likely to mix you up, which reduces revenue.

Table 8 present the results of the basis for the brand name of the bakeries.

Considerable number of respondents based the brand name of the bakery on the owner's name or the owner's relative and very few named it to reflect the kind of product it would sell. This practice is done particularly by respondents with less than 10 years of operation.

All respondents with more than 20 years of operation and earning more than 40,000 pesos in income per month base their brand name on their intent to reflect their product offerings.

Furthermore, it indicates that there is no significant differences between the basis of brand name and business form, years in operation and business income with a chi-square of .478, .123 and .176 respectively.



Table 8. Basis of brand name

BRAND NAME BASIS	BUSINESS FORM				YEARS IN OPERATION								BUSINESS INCOME													
	SOLE PROPRIETORSHIP		PART NER SHIP		TO- TAL		<10		11 - 20		> 20		TOTAL		≤ 20,000		20,001- 30,000		30,001- 40,000		40,001- 50,000		TOTAL			
	F	%	F	%	F	%	F	%	F	%	F	%	F	%	F	%	F	%	F	%	F	%	F	%		
Name of the owner	8	31.0	1	3.8	9	35.0	7	26.9	2	7.7	0	0	9	34.6	5	19.2	3	11.5	1	3.8	0	0	9	34.6		
Name of the owner's relative	3	12.0	0	0	3	12.0	3	11.5	0	0	0	0	3	11.5	3	11.5	0	0	0	0	0	0	3	11.5		
In relation with the kind of products	2	8.0	1	3.8	3	12.0	2	7.7	1	3.8	0	0	3	11.5	1	3.8	0	0	0	0	2	7.7	3	11.5		
Location of the business	4	15.0	0	0	4	15.0	1	3.8	1	3.8	2	7.7	4	15.4	3	11.5	0	0	0	0	1	3.8	4	15.3		
TOTAL	17	65.0	2	7.6	19	73.0	13	49.9	4	15.0	2	7.7	19	72.9	12	46.0	3	11.5	1	3.8	3	12.0	19	72.8		
					x ²	0.48							x ²	0.12											x ²	0.18



Reasons in Choosing the Brand Name of the Products

Table 9 present the reasons for choosing the brand name based on the business form, years of operation and monthly income. Many of the respondents have no particular reason in choosing the brand name of their products. It implies that bakeries of La Trinidad based their brand name intentionally.



Table 9. Reasons in choosing the brand name of the products

REASONS	BUSINESS FORM				YEARS IN OPERATION								BUSINESS INCOME												
	SOLE PROPRIETORSHIP		PARTNER SHIP		TOTAL		≤10		11-20		>20		TOTAL		≤20,000		20,001-30,000		30,001-40,000		40,001-50,000		TOTAL		
	F	%	F	%	F	%	F	%	F	%	F	%	F	%	F	%	F	%	F	%	F	%	F	%	F
Easy to be remember	8	30.8	1	3.8	9	34.6	6	23.1	1	3.8	2	7.7	9	34.6	7	26.9	0	0	0	0	2	7.7	9	34.6	
Easy to pronounce	4	15.4	1	3.8	5	19.2	4	15.4	0	0	1	3.8	5	19.2	3	11.5	0	0	0	0	2	7.7	5	19.2	
It has a pleasant meaning	3	11.5	1	3.8	4	15.3	3	11.5	0	0	1	3.8	4	15.3	2	7.7	0	0	0	0	2	7.7	4	15.3	
Name is well-known locally	3	11.5	1	3.8	4	15.3	3	11.5	1	3.8	0	0	4	15.3	0	0	1	3.8	1	3.8	2	7.7	4	15.3	
Emphasize quality of produce	4	15.4	1	3.8	5	19.2	3	11.5	2	7.7	0	0	5	19.2	1	3.8	3	11.5	0	0	1	3.8	5	19.2	
No particular reason	11	42.3	0	0	11	42.3	10	38.5	1	3.8	0	0	11	42.3	8	30.8	1	3.8	1	3.8	0	0	10	38.4	

*multiple response



Packaging Materials.

Table 10 present that all bakeries of La Trinidad are using cellophane in packaging their products except for cakes, pies and rolls wherein they use box and paperboard. In addition, a bakery is using box in packaging cinnamon bread. Wax paper is also used in muffins. This implies that choosing packaging materials of bakeries is intentionally.

Table 10. Packaging materials

PACKAGING MATERIALS	YEARS IN OPERATION							
	≤10		11 - 20		>20		TOTAL	
	F	%	F	%	F	%	F	%
1. LOAF								
Cellophane	20	76.9	4	15.0	2	7.7	26	100.0
2. RAISIN BREAD								
Cellophane	6	54.5	3	27.3	1	9.1	10	90.9
3. SPANISH BREAD								
Cellophane	16	61.5	4	15.4	2	7.7	22	84.6
4. CHEESE BREAD								
Cellophane	12	57.1	4	19.0	1	4.8	17	80.9
5. CINNAMON								
Cellophane	19	76.0	4	16.0	2	8.0	25	100.0
Box	0	0	1	4.0	0	0	1	4.0
6. ENSAYMADA								
Cellophane	8	53.3	1	6.7	2	13.3	12	73.3
7. MUFFINS								
Cellophane	14	60.9	3	13.0	1	4.4	18	78.3
Wax paper	1	4.4	1	4.4	0	0	2	8.8
8. PANDESAL								
Cellophane	10	38.5	3	11.5	1	3.8	14	53.8
9. CAKES								
Box	5	62.5	3	37.5	0	0	8	100.0
Paperboard	5	62.5	3	37.5	0	0	8	100.0
10. ROLLS								
Cellophane	4	28.6	2	14.3	1	7.1	7	50.0
Box	1	7.1	2	14.3	0	0	3	21.4
11. BUNS								
Cellophane	8	57.1	4	28.6	2	14.3	14	100.0



Table 10 continued...

12. SIOPAO								
Cellophane	3	60.0	2	40.0	0	0	5	100.0
13. PIE								
Box	2	40.0	3	60.0	0	0	5	100.0
14. PANDECOCO								
Cellophane	5	62.5	1	12.5	1	12.5	7	87.5
15. PUDDING								
Cellophane	1	16.7	1	16.7	0	0	2	33.4
16. SAN NICOLAS								
Cellophane	1	33.3	1	33.3	0	0	2	66.6
17. LONG JOHN								
Cellophane	1	16.7	0	0	1	16.7	2	33.4
18. COOKIES								
Cellophane	3	33.3	1	11.1	0	0	4	44.4

*multiple response

Reasons in Choosing Packaging Materials

Packaging breads are very important. The materials in packaging must be chosen properly. Using packaging materials protects the product, it is also for the ease of handling for consumers, easy to transport and can also attract customers to buy. Table 11 shows that most of the bakery chooses their materials in packaging to protect the products, few bakeries also responded that packaging material also attracts customers.



Table 11. Reasons in choosing packaging

REASONS	YEARS IN OPERATION							
	<10		20-Nov		> 20		TOTAL	
	F	%	F	%	F	%	F	%
1. LOAF								
It protects the product	17	65.4	4	15.4	2	7.7	23	88.5
It attracts customers	1	3.8	1	3.8	0	0	2	7.6
It is easy to transport	5	19.2	1	3.8	1	3.8	7	26.8
Low cost	4	15.4	2	7.7	1	3.8	7	26.9
Ease of handling for consumers	8	30.8	2	7.7	1	3.8	11	42.3
2. RAISIN BREAD								
It protects the product	5	45.5	3	27.3	1	9.1	9	81.8
It attracts customers	1	9.1	1	9.1	0	0	2	18.2
It is easy to transport	1	9.1	1	9.1	1	9.1	3	27.3
Low cost	1	9.1	2	18.2	1	9.1	4	36.4
Ease of handling for consumers	2	18.2	2	18.2	1	9.1	5	45.5
3. SPANISH BREAD								
It protects the product	11	42.3	4	15.4	2	7.7	17	65.4
It attracts customers	1	3.8	1	3.8	0	0	2	7.6
It is easy to transport	4	15.4	1	3.8	1	3.8	6	23.0
Low cost	4	15.4	2	7.7	1	3.8	7	26.9
Ease of handling for consumers	6	23.1	2	7.7	1	3.8	9	34.6
4. CHEESE BREAD								
It protects the product	11	52.4	3	14.3	1	4.8	15	71.5
It attracts customers	1	4.8	1	4.8	0	0	2	9.6
It is easy to transport	4	15.4	1	4.8	1	4.8	6	25.0
Low cost	3	14.3	1	4.8	1	4.8	5	23.9
Ease of handling for consumers	6	28.6	2	9.5	1	4.8	9	42.9
5. CINNAMON								
It protects the product	16	64.0	4	16.0	2	8.0	22	88.0
It attracts customers	1	4.0	1	4.0	0	0	2	8.0
It is easy to transport	5	20.0	1	4.0	1	4.0	7	28.0
Low cost	4	16.0	2	8.0	1	4.0	7	28.0
Ease of handling for consumers	7	28.0	2	8.0	1	4.0	10	40.0



Table 11 continued...

REASONS	YEARS IN OPERATION							
	<10		20-Nov		> 20		TOTAL	
	F	%	F	%	F	%	F	%
6. ENSAYMADA								
It protects the product	6	40.0	1	6.7	2	13.3	9	60.0
It attracts customers	1	6.7	0	0	0	0	1	6.7
It is easy to transport	2	13.3	0	0	1	6.7	3	20.0
Low cost	3	20.0	1	6.7	1	6.7	5	33.4
Ease of handling for consumers	0	0	1	6.7	1	6.7	2	13.4
7. MUFFINS								
It protects the product	9	39.1	4	17.4	1	4.4	14	60.8
It attracts customers	1	4.4	1	4.4	0	0	2	8.8
It is easy to transport	4	17.4	1	4.4	1	4.4	6	26.2
Low cost	2	8.7	2	8.7	1	4.4	5	21.8
Ease of handling for consumers	6	26.1	2	8.7	1	4.4	9	39.2
8. PANDESAL								
It protects the product	10	38.5	4	15.0	2	7.7	16	61.2
It attracts customers	1	3.8	1	3.8	0	0	2	7.6
It is easy to transport	4	15.4	1	3.8	1	3.8	6	23.0
Low cost	3	11.5	2	7.7	1	3.8	6	23.0
Ease of handling for consumers	6	23.1	2	7.7	1	3.8	9	34.6
9. CAKES								
It protects the product	4	50.0	2	25.0	0	0	6	75.0
It attracts customers	3	37.5	1	12.5	0	0	4	50.0
It is easy to transport	2	25.0	1	12.5	0	0	3	37.5
Ease of handling for consumers	2	25.0	3	37.5	0	0	5	62.5
10. ROLLS								
It protects the product	4	28.6	4	28.6	1	7.1	9	64.3
It attracts customers	2	14.3	1	7.1	0	0	3	21.4
It is easy to transport	3	21.4	1	7.1	1	7.1	5	35.6
Low cost	1	7.1	0	0	1	7.1	2	14.2
Ease of handling for consumers	2	14.3	2	14.3	1	7.1	5	35.7



Table 11 continued...

REASONS	YEARS IN OPERATION								
	<10		20-Nov				> 20		TOTAL
	F	%	F	%	F	%	F	%	
11. BUNS									
It protects the product	5	35.7	4	28.6	2	14.3	11	78.6	
It attracts customers	1	7.1	1	7.1	0	0	2	14.2	
It is easy to transport	1	7.1	1	7.1	1	7.1	3	21.3	
Low cost	1	7.1	2	14.3	1	7.1	4	28.5	
Ease of handling for consumers	3	21.4	2	14.3	1	7.1	6	42.8	
12. SIOPAO									
It protects the product	2	40.0	1	20.0	0	0	3	60.0	
It attracts customers	1	20.0	0	0	0	0	1	20.0	
It is easy to transport	1	20.0	0	0	0	0	1	20.0	
Low cost	1	20.0	1	20.0	0	0	2	40.0	
Ease of handling for consumers	0	0	1	20.0	0	0	1	20.0	
13. PIE									
It protects the product	1	20.0	2	40.0	0	0	3	60.0	
It attracts customers	2	40.0	1	20.0	0	0	3	60.0	
It is easy to transport	1	20.0	1	20.0	0	0	2	40.0	
Low cost	1	20.0	3	60.0	0	0	4	80.0	
Ease of handling for consumers	0	0	1	20.0	0	0	1	20.0	
14. PANDECOCO									
It protects the product	5	62.5	1	12.5	0	0	6	75.1	
It is easy to transport	3	37.5	0	0	0	0	3	37.5	
Low cost	2	25.0	0	0	0	0	2	25.0	
Ease of handling for consumers	3	37.5	0	0	0	0	3	37.5	
15. SAN NICOLAS									
It protects the product	1	33.3	1	33.3	0	0	2	66.6	
16. COOKIES									
It protects the product	3	33.3	1	11.1	0	0	4	44.4	

*multiple response

Label Information

Completeness of the label of product is a big help to a manufacturer. It is one also of promoting it. It gives information to the consumers. Eighteen or 69.2% of bakeries indicate the name and address of their operating place. There were only four bakeries who are indicating the nutritive value. This means that labeling practices of bakeries in La Trinidad were intentional.

Table 12. Label information

LABEL INFORMATION	YEARS IN OPERATION							
	≤10		11 - 20		> 20		TOTAL	
	F	%	F	%	F	%	F	%
Name and address of the manufacturer	13	50.0	4	15.4	1	3.8	18	69.2
Kind of bread	1	3.8	3	11.5	1	3.8	5	19.1
Nutritive value	2	7.7	1	3.8	1	3.8	4	15.3
Ingredients	4	15.4	4	15.4	1	3.8	9	34.6
Expiration date	12	46.2	3	11.5	1	3.8	16	61.5
Weight content	1	3.8	4	15.4	1	3.8	6	23.0

*multiple response



Characteristics of New Product

Table 13 shows that 12 out of 17 bakeries that operated for less than 10 years was considering new product that provides similar performance at a lower cost. Only 3 are considering new products that create an entirely new market. There is a total of 16 bakeries who considers new product that provides similar performance at a lower cost. This implies that bakeries of La Trinidad were focusing on the costs of production in their new-product development.

Table 13. Characteristics of new product

NEW PRODUCT CHARACTER	YEARS IN OPERATION							
	<10		11 - 20		> 20		TOTAL	
	F	%	F	%	F	%	F	%
Create an entirely new market	2	7.7	1	3.8	0	0	3	11.5
Allows the business to enter an established market for the first time	3	11.5	1	3.8	0	0	4	15.4
Supplements the business established product lines	2	7.7	2	7.7	0	0	4	15.4
Provides greater taste and replace existing products	5	19.2	1	3.8	0	0	6	23.1
Provide similar performance at lower cost	12	46.2	2	7.7	2	7.7	16	61.5

*multiple response



Problems on New Products

Fourteen (53.8%) of the respondents have a problem on capital shortage. There is only one who responded that has a problem in few ways to improve the product. A bakery that operated for more than 20 years has a problem on the high cost of R&D. This implies that capital shortage was the reason why they were considering products that provides similar performance at a lower cost.

Table 14. Problems on new products

PROBLEMS ON NEW PRODUCTS	YEARS IN OPERATION							
	<10		11 - 20		> 20		TOTAL	
	F	%	F	%	F	%	F	%
Government requirements	2	7.7	1	3.8	0	0	3	11.5
High R&D, manufacturing and marketing cost	2	7.7	0	0	1	3.8	3	11.5
Capital shortage	11	42.3	3	12.0	0	0	14	53.8
Small market segment	3	11.5	1	3.8	0	0	4	15.4
Few ways to improve the product	1	3.8	0	0	0	0	1	3.8
Shortage product life cycles	3	11.5	1	3.8	0	0	4	15.4

*multiple response



Price Method

Table 15 indicates that majority of the bakeries (17 or 65.4%), are using cost-based pricing. Four (15.4%), using competition-based pricing, 3 (11.5%) market-oriented pricing and two were using premium pricing. With a chi-square of .682, it indicates that there is no significant difference between the price method and years of operation.

Table 15. Price method

PRICE METHOD	YEARS IN OPERATION							
	≤10		11 - 20		> 20		TOTAL	
	F	%	F	%	F	%	F	%
Cost-based pricing	14	53.8	2	7.7	1	3.8	17	65.4
Competition-based pricing	2	7.7	1	3.8	1	3.8	4	15.4
Market-oriented pricing	2	7.7	1	3.8	0	0	3	11.5
Premium pricing	2	7.7	0	0	0	0	2	7.7
TOTAL	20	76.9	4	15.4	2	7.7	26	100.0
							x ²	.682



Objectives in Pricing of Bakeries

Table 16 shows the ranking of objectives of bakeries of La Trinidad in pricing their products. First objective of the bakeries of La Trinidad in pricing is making it affordable to consumers with the mean of 2.04. Second (2.92) objective is to maximize profit, third (3.12) is to emphasize the quality of produce, fourth (4.08) is to emphasize the value of produce, fifth (4.29) to increase market share, sixth (4.83) is survival and the last with a mean of 6.57 is to discourage new entrants.

Table 16. Objectives in pricing

OBJECTIVES IN PRICING	MEAN	RANK
Profit maximization	2.92	Second
Make it affordable to consumers	2.04	First
Increase market share	4.29	Fifth
Discourage new entrants	6.57	Last
Survival	4.83	Sixth
Emphasize the quality of produce	3.12	Third
Emphasize the value of produce	4.08	Fourth



Promotional Measures

Table 17 indicates that majority (22 or 84.6%) of the Bakeries are displaying their products for promotion. Fourteen are directly inviting customers and 8 bakeries are using signboards. There is only one bakery that is conducting seminars as one of their promotional measures.

Table 17. Promotional measures

PROMOTIONAL MEASURES	YEARS IN OPERATION							
	<10		20-Nov		> 20		TOTAL	
	F	%	F	%	F	%	F	%
A. ON ADVERTISEMENT								
Radio	1	3.8	2	7.7	1	3.8	4	15.4
News paper	1	3.8	0	0	1	3.8	2	7.7
Billboards	0	0	0	0	0	0	0	0
Brochures and booklets	3	11.5	1	3.8	1	3.8	5	19.2
Poster	1	3.8	1	3.8	1	3.8	3	11.4
Signboards	5	19.2	1	3.8	2	7.7	8	30.8
B. ON SALES PROMOTION								
Product display	16	61.5	4	15.3	2	7.7	22	84.6
Use of coupons	1	3.8	0	0	1	3.8	2	7.7
Buy one-take-one	1	3.8	1	3.8	0	0	2	7.7
Participation on trade fairs	1	3.8	1	3.8	0	0	2	7.7
Distributing samples	1	3.8	1	3.8	1	3.8	3	11.5
C. ON PERSONAL SELLING								
Door to door selling	4	15.4	1	3.8	0	0	5	19.2
Directly inviting customers	11	42.3	1	3.8	2	7.7	14	53.8
D. PUBLIC RELATIONS								
Seminars	1	3.8	0	0	0	0	1	3.8
Charitable donations	3	11.5	1	3.8	2	7.7	6	23.1
Sponsorship	3	11.5	2	7.7	1	3.8	6	23.1

*multiple response



Reasons in Choosing Promotional Measures

Table 18 shows that majority of the Bakeries choose their promotional measures because it reaches the masses with ease. Some bakeries using product display and inviting customers because it is affordable. This implies that bakeries were using their promotional measures to reach easily the masses.

Table 18. Reasons in choosing promotional measures

REASONS	YEARS IN OPERATION							
	≤10		11-20		> 20		TOTAL	
	F	%	F	%	F	%	F	%
1. RADIO								
Reaching out to the masses with ease	1	25.0	2	50.0	1	25.0	4	100.0
Easily gain feedback from consumers	0	0	0	0	1	25.0	1	25.0
2. NEWSPAPER								
Reaching out to the masses with ease	0	0	0	0	1	50.0	1	50.0
Easily gain feedback from consumers	0	0	0	0	1	50.0	1	50.0
Affordable	1	50.0	0	0	0	0	1	50.0
4. BROCHURES AND BOOKLETS								
Reaching out to the masses with ease	2	40.0	1	20.0	1	20.0	4	80.0
Easily gain feedback from consumers	0	0	0	0	1	20.0	1	20.0
5. POSTER								
Reaching out to the masses with ease	2	66.7	0	0	1	33.3	3	100.0
Easily gain feedback from consumers	1	33.3	1	33.3	1	33.3	3	100.0
Can make adjustments in promotion message	1	33.3	0	0	0	0	1	33.3
Affordable	1	33.3	0	0	0	0	1	33.3



Table 18 continued...

REASONS	YEARS IN OPERATION							
	≤10		20-Nov		> 20		TOTAL	
	F	%	F	%	F	%	F	%
6. SIGNBOARDS								
Reaching out to the masses with ease	3	37.5	0	0	1	12.5	4	50.0
Easily gain feedback from consumers	0	0	0	0	1	12.5	1	12.5
Affordable	2	7.7	1	3.8	1	12.5	4	50.0
7. PRODUCT DISPLAY								
Reaching out to the masses with ease	8	36.4	2	9.1	1	4.5	11	50.0
Easily gain feedback from consumers	2	9.1	0	0	1	4.5	3	13.6
Affordable	11	50.0	2	9.1	1	4.5	14	63.6
8. USE OF COUPONS								
Reaching out to the masses with ease	0	0	0	0	1	50.0	1	50.0
Easily gain feedback from consumers	1	50.0	0	0	1	50.0	2	100.0
9. BUY ONE-TAKE-ONE								
Reaching out to the masses with ease	1	50.0	0	0	0	0	1	50.0
Can make adjustments in promotion message	0	0	1	50.0	0	0	1	50.0
10. PARTICIPATION ON TRADE FAIRS								
Reaching out to the masses with ease	1	50.0	1	50.0	0	0	2	100.0
11. DISTRIBUTING SAMPLES								
Reaching out to the masses with ease	1	33.3	0	0	1	33.3	2	66.6
Easily gain feedback from consumers	0	0	1	33.3	1	33.3	2	66.6
12. DOOR TO DOOR SELLING								
Reaching out to the masses with ease	4	80.0	1	20.0	0	0	5	100.0
Easily gain feedback from consumers	2	40.0	0	0	0	0	2	40.0
Can make adjustments in promotion message	1	20.0	0	0	0	0	1	20.0
Affordable	2	40.0	0	0	0	0	2	40.0



Table 18 continued...

REASONS	YEARS IN OPERATION							
	≤10		20-Nov		> 20		TOTAL	
	F	%	F	%	F	%	F	%
13. DIRECTLY INVITING COSTUMERS								
Reaching out to the masses with ease	3	21.4	0	0	1	7.1	4	28.5
Easily gain feedback from consumers	4	28.6	1	7.1	1	7.1	6	42.8
Can make adjustments in promotion message	5	35.7	0	0	0	0	5	35.7
14. SEMINARS								
Reaching out to the masses with ease	1	100.0	0	0	0	0	1	100.0
Easily gain feedback from consumers	1	100.0	0	0	0	0	1	100.0
Can make adjustments in promotion message	1	100.0	0	0	0	0	1	100.0
Affordable	1	100.0	0	0	0	0	1	100.0
15. CHARITABLE DONATIONS								
Reaching out to the masses with ease	3	50.0	1	16.7	1	16.7	5	83.4
Easily gain feedback from consumers	0	0	0	0	2	33.3	2	33.3
16. SPONSORSHIP								
Reaching out to the masses with ease	3	50.0	2	33.3	1	16.7	6	100.0
Easily gain feedback from consumers	0	0	0	0	1	16.7	1	16.7

*multiple response



Objectives in Promoting the Products

Table 19 shows the order of objectives of bakeries of La Trinidad in promoting their products. First objective of the bakeries in La Trinidad is providing information with the mean of 2.12, second (2.19) is to convince customers to make a purchase, third (2.58) is building product awareness and last is creating interest with the mean of 3.12.

Market Outlet

Table 20 shows that majority of the bakeries (15 or 57.7%) have a market outlet of convenience stores, seven (26.9%) groceries and only three operates their own outlet. This implies that bakeries of La Trinidad prefer convenience as their market outlet than groceries and to manage own outlet.

Reasons in Choosing Market Outlet

Table 21 shows that three bakeries choose groceries as their market outlet because it is easy to catch the attention of passersby and three bakeries also responded that groceries order large quantities. Four bakeries also chooses convenience stores because it offer lower prices and two bakeries choose to operate their own outlet because it easily catch the attention of passersby.



Table 19. Objectives in promotion

OBJECTIVES IN PRICING	MEAN	RANK
Building product awareness	2.58	Third
Providing information	2.12	First
Convince customers to make a purchase	2.19	Second
Creating interest	3.12	Last

Table 20. Market outlet

MARKET OUTLETS	YEARS IN OPERATION							
	<10		11 - 20		> 20		TOTAL	
	F	%	F	%	F	%	F	%
Groceries	5	19.2	1	3.8	1	3.8	7	26.9
Convenience stores	13	50.0	1	3.8	1	3.8	15	57.7
Operate own outlet	1	3.8	1	3.8	1	3.8	3	11.5
TOTAL	20	76.9	4	15.4	2	7.7	26	100.0



Table 21. Reasons in choosing market outlet

REASONS	YEARS IN OPERATION							
	≤10		20-Nov		> 20		TOTAL	
	F	%	F	%	F	%	F	%
GROCERIES								
Easily catch the attention of passersby	2	29.0	0	0	1	14.3	3	42.9
Offer lower prices	2	29.0	0	0	0	0	2	28.6
Easily entry and exit	1	14.0	0	0	1	14.3	2	28.6
Order large quantities	1	14.0	1	14.3	1	14.3	3	42.9
CONVENIENCE STORES								
Easily catch the attention of passersby	2	13.0	0	0	1	6.7	3	20.0
Offer lower prices	4	27.0	0	0	0	0	4	26.7
Close in parking	1	6.7	0	0	0	0	1	6.7
Easily entry and exit	1	6.7	0	0	0	0	1	6.7
Order large quantities	0	0	1	6.7	0	0	1	6.7
OPERATE OWN OUTLET								
Easily catch the attention of passersby	1	33.3	0	0	1	33.3	2	66.6
Offer lower prices	1	33.3	0	0	1	33.3	2	66.6

*multiple response



Maintaining Market Outlet

Table 22 shows that all respondent bakeries have responded almost equal of the listed outlet care.

Table 22. Maintaining market outlet

MAINTAINING MARKET OUTLET	YEARS IN OPERATION								
	<10		11 - 20		> 20		TOTAL		
	F	%	F	%	F	%	F	%	
Offering product for									
consignment	5	19.2	1	3.8	0	0	6	23.1	
On-time delivery	6	23.1	0	0	1	3.8	7	26.9	
Providing display rack	4	15.4	0	0	1	3.8	5	19.2	
Delivering complete order	5	19.2	3	12.0	0	0	8	30.8	

*multiple response



Selling Product Directly to Consumers

Table 23 shows that majority (69.2%) of the respondent bakeries are directly selling their products to consumers. They display their products in their operating place. There were only two bakeries that were not displaying their products in their operating place.

Table 23. Selling product directly to consumers

DIRECTLY SELL PRODUCTS	YEARS IN OPERATION							
	≤10		11 - 20		> 20		TOTAL	
	F	%	F	%	F	%	F	%
Directly selling products	15	57.7	3	12.0	0	0	18	69.2
Not directly selling products	1	3.9	0	0	1	3.9	2	7.7
TOTAL	16	61.6	3	12.0	1	3.9	20	76.9



Selling Product Directly to Consumers

Table 24 shows the reasons of the bakeries for both displaying and not displaying their products in the operating place. It shows that 8 (30.8%) bakeries display their products in the operating place to gain higher profit and because it is easy to manage. Many outlets was the reason why two bakeries were not displaying their products to their operating place.

Table 24. Reasons in selling product directly to consumers

REASONS IN DIRECTLY SELL PRODUCT	YEARS IN OPERATION							
	<10		11 - 20		> 20		TOTAL	
	F	%	F	%	F	%	F	%
To gain higher profit	6	23.1	2	7.7	0	0	8	30.8
Easy to manage the outlet	3	11.5	1	3.8	4	15.4	8	30.8
Costumer want to buy breads	1	3.9	0	0	0	0	1	3.9
To minimize spoilage	1	3.9	0	0	0	0	1	3.9
Many outlets	1	3.9	0	0	1	3.8	2	7.7

*multiple response



Problems Encountered in Marketing the Products

Table 25 shows that there were 15 (57.7%) of the bakeries that had a problem on price competition, Thirteen (50%) had a problem on transportation cost and five of the respondents had a problem on Physical deterioration of products. This implies that majority of the respondents had a problem on price competition. None of the old bakeries with more than 20 years in operation responded any of the problems identified.

Table 25. Problems encountered in marketing

PROBLEMS	YEARS IN OPERATION							
	<10		11 - 20		> 20		TOTAL	
	F	%	F	%	F	%	F	%
Price competition	12	46.2	3	12	0	0	15	57.7
Transportation cost	11	42.3	2	7.7	0	0	13	50.0
Physical deterioration	5	19.2	0	0	0	0	5	19.2

*multiple response



SUMMARY, CONCLUSION AND RECOMMENDATION

Summary

The study was conducted to find out the marketing practices of bakeries in La Trinidad. The study was conducted at the municipality of La Trinidad from December 2009 to March, 2010 wherein there were 26 respondent bakeries. Survey questionnaire was used in gathering the data needed in the study. Tabular analysis was used to match bakery profile with their marketing practices. Descriptive analysis using percentage and frequency counts was used primarily to describe the data.

Among the 26 respondent bakeries in La Trinidad, 24 were sole proprietorship and only 2 were partnership. Ten had start-up capital of 50,001 to 100,000 pesos, and six bakeries started to operate with 10,000 to 20,000 pesos. Majority of the respondents claim to earn a monthly income of less than 20,000 pesos. Most of respondent have been in operation for less than 10 years. Only few have been in operation for 11 to 20 years, and only 2 have been in operation for more than 20 years.

The most commonly produced products among the bakeries were loaf, Spanish bread and pandesal, cinnamon bread and muffins. Other products produced by a majority of respondents are cheese bread ensaymada, rolls, and buns. Majority of the bakery has no specific target market for their products. It is for anyone who happens to like their breads. For the most common bread among the bakeries, stability of demand was the reasons for production for majority of the respondent. The bakeries listed pandesal, cinnamon, loaf spanish bread, and cakes to be their highly saleable products. Except for cakes, these are also the most commonly produced products.



The more reasoned respondents based their brand name on their intent to reflect the quality of product offerings. All bakeries of La Trinidad are using cellophane in packaging their products except for cakes, pies and rolls wherein they use box and paperboard. In addition, a bakery is using box in packaging cinnamon. Wax paper is also used in muffins. Most of the bakery choose their materials in packaging to primarily protect the product. Eighteen of the bakeries indicate the name and address of their operating place. There were only four bakeries who are indicating the nutritive value.

Fourteen of the respondents have a problem on capital shortage in their new product development. Majority of the bakeries are using cost-based pricing, four using competition-based pricing, three for market-oriented pricing and two were using premium pricing. The calculated mean of the objectives in pricing of the bakeries resulted that making products affordable to consumers was the first objectives of bakeries in pricing their products and discourage new entrants was the last. Majority, of the Bakeries are displaying their products for promotion, fourteen are directly inviting customers and 8 bakeries are using signboards. Providing information to consumers was the main intent of bakeries in their choice of promotional activities. Most of the bakeries have a market outlet of convenience stores.

Conclusion

The following conclusions were drawn based on the findings.

1. The most commonly produced products among the bakeries were loaf, Spanish bread and pandesal, cinnamon bread and muffins because these products has a stable demand.



2. Majority of the bakeries have no specific target customers for their products.

This means that bakeries hope to catch a wider customer base.

3. The primary concern of bakeries on the type of packaging material used is the protection of the product and less for other considerations as to it help in promoting the product indicating a low of appreciating of packaging as a marketing tool. This is further shown by the lack of product details or information on their labels.

4. Bakeries have various bases of pricing their products but their primary concern was to make their products more affordable to consumers more than any other reason.

5. Bakeries of La Trinidad applied varied promotional measures. However, their main concern for doing so was to provide more information to consumers.

Recommendation

Based on the conclusions of this study, most bakeries tend to be consumer friendly but lack marketing strategies to improve their market share. It is therefore recommended that assistance be provided to these bakeries, most especially for the start-ups, in the area of target marketing, product innovations, and promotions strategies.



LITERATURE CITED

- ANONYMOUS, 2006. "Labeling" Microsoft® Encarta® 2009. Redmond, WA: Microsoft Corporation.
- BRENNAN, R., CANNING, L. and MCDOWELL, R. 2007. Business-to-business marketing. SAGE publications Inc. P. 195, 204.
- KOTLER, P. 2000. Marketing management. Prentice Hall International Inc. P. 87.
- NOBILIS, L. 2009. Biz Development - Manage Your Business Development. Retrieved October 8, 2009 from. <http://www.biz-development.com/Finance/7.6.BasicPricingStrategies.htm>
- PETER, J. and J. H. JR DONNELLY 2001. Marketing management. Pp.92-93, 95-96,170.
- ROBBS, B. 2006. "Marketing" Microsoft® Encarta® 2009. Redmond, WA: Microsoft Corporation.
- RYAN, N. 2007. "Bread". Microsoft® Encarta® 2009. Redmond, WA: Microsoft Corporation.
- STANTON, J. and FUTRELL, C 1987. Fundamentals of marketing. McGraw-Hill Inc. P. 418.
- WIWAG®. 2008. Business weeks. Education for Youth Enterprise Foundation Inc. P. 9/6.



APPENDIX A

Republic of the Philippines
Benguet State University
DEPARTMENT OF AGRICULTURAL ECONOMICS
AND AGRIBUSINESS MANAGEMENT
College of Agriculture
La Trinidad, Benguet

March, 2010

Sir/Madam:

The undersigned is a fourth year Bachelor of Science in Agribusiness (BSAB) student of Benguet State University majoring in Enterprise Management who is presently conducting a research study on the marketing practices of various bakeries in La Trinidad, Benguet in fulfillment of the requirements of AB 200: Agribusiness Special Problem.

The intent of the study is to document and identify differences in strategies of the bakeries in terms of marketing. It does not however gauge the success or failure of the various strategies employed.

In this connection, the researcher would like to request for your cooperation towards filling questions contributory to the success of the said study. Rest assured that identifies of respondents will be held in confidence.

Thank you very much for your consideration of this request.

Respectfully yours,

MAYBERLYN T. PAPCO-O
Researcher

Noted by:

CLIFTON LLANES
Adviser



Target customers

- a.) White collar worker
- b.) Blue collar worker
- c.) Children
- d.) Teeners
- e.) Senior citizens
- f.) Anyone

Reasons

- a.) increasing demand
- b.) low cost of production
- c.) customer request
- d.) easy to produce
- e.) stable demand
- f.) others; specify: _____

2.) Which among your products has the highest sales? _____

3.) What is your basis in coming up with the brand name of your products? Pls. check

- _____ name of the owner
- _____ name of the owner's relative (parent, son/daughter, sister/brother, cousins, friend, etc.)
- _____ in relation with the kind of products
- _____ Location of the business
- _____ others; specify: _____

4.) What are your reasons in choosing the brand name of your products? Pls. check

- _____ easy to be remember
- _____ easy to pronounce
- _____ it has a pleasant meaning
- _____ name is well-known locally
- _____ emphasize quality of produce
- _____ no particular reason
- _____ others; specify _____

5.) What are the materials you use in packaging your products and why? Pls. check (you may check more than one).

Products	Packaging Materials				Reasons				
	a	b	c	d	a	b	c	d	e
_____ 1.) Loaf									
_____ 2.) Raisin bread									
_____ 3.) Spanish bread									
_____ 4.) Cheese bread									
_____ 5.) Cinnamon									
_____ 6.) Ensaymada									
_____ 7.) Muffins									
_____ 8.) Pandesal									
_____ 9.) Cakes									
_____ 10.) Rolls									
_____ 11.) Buns									



___ 12.) Siopao									
___ 13.) Pies									
___ 14.) Pandecoco									
___ 15.) Pudding									
___ 16.) Sanicolas									
___ 17.) Longjan									
___ 18.) Cookies									

Packaging materials

- a.) Cellophane
- b.) Box
- c.) Wax paper
- d.) Paperboard

Reasons

- a.) it protects the product
- b.) it attracts customers
- c.) it is easy to transport
- d.) low cost
- e.) ease of handling for consumers

6.) What are the informations that were indicated to the label of your products? Pls. check

- ___ name and address of the manufacturer
- ___ kind of bread
- ___ nutritive value
- ___ ingredients
- ___ expiration date
- ___ weight content
- ___ others; specify: _____

7.) In your product development, what are the characteristics of new products you are considering?

- ___ create an entirely new market
- ___ allows the business to enter an established market for the first time
- ___ supplements the business established product lines
- ___ provides greater taste and replace existing products
- ___ provide similar performance at lower cost
- ___ Others; specify: _____

8.) What are the problems you encounter in your new-product development?

- ___ government requirements
- ___ high R&D, manufacturing and marketing cost
- ___ capital shortage
- ___ small market segment
- ___ few ways to improve the product
- ___ shortage product life cycles
- ___ others; specify: _____



III. Price Practices

1.) What method you are using to price your product?

- Cost-based pricing
 Competition-based pricing
 Market-oriented pricing
 Premium pricing
 Promotional pricing

2.) What is your main objective in pricing your products? Pls. rank according to importance.

- to maximize profit
 make product affordable to consumers
 increase market share
 discourage new entrants into the industry
 survival
 emphasize quality of the product
 emphasize value of the product

IV. Promotion Practices

1.) How do you promote your products and why? Pls. check

Promotional measures	Reasons for choice			
	a	b	c	d
a.) On advertisement				
<input type="checkbox"/> radio				
<input type="checkbox"/> news paper				
<input type="checkbox"/> billboards				
<input type="checkbox"/> brochures and booklets				
<input type="checkbox"/> posters				
<input type="checkbox"/> signboards				
b.) On sales promotion				
<input type="checkbox"/> plain product display				
<input type="checkbox"/> use of coupons				
<input type="checkbox"/> buy one-take-one				
<input type="checkbox"/> participation on trade fairs				
<input type="checkbox"/> distributing samples				
c.) On personal selling				
<input type="checkbox"/> door to door selling				
<input type="checkbox"/> directly inviting customers				
d.) Public relations				
<input type="checkbox"/> seminars				
<input type="checkbox"/> charitable donations				
<input type="checkbox"/> sponsorship				



Reasons

- a.) reaching out to the masses with ease
- b.) easily gain feedback from consumers
- c.) can make adjustments in promotion message
- d.) affordable
- e.) others; Pls. specify: _____

2.) What are your objectives in promoting your products? Pls. rank

- _____ building product awareness
- _____ creating interest
- _____ providing information
- _____ convince customers to make a purchase

V. Place / distribution Practices

1.) Who are your market outlets? Pls. check

Market outlets	Reasons				
	a	b	c	d	e
_____ groceries					
_____ convenience stores					
_____ operate own outlet					
_____ others; specify _____					

Reasons

- a.) Easily catch the attention of passersby
- b.) Offer lower prices
- c.) Close in parking
- d.) Easily entry and exit
- e.) Order large quantities
- f.) Others; specify: _____

2.) How do you maintain your outlets?

- _____ offering product for consignment
- _____ on-time delivery
- _____ providing display rack
- _____ delivering complete order
- _____ others; specify; _____

3.) Aside from your retailers, do you sell your products directly to consumers?

- _____ yes
- _____ no

Why? _____



IV. What are the problems you encounter in marketing your products? Pls. check (you may check more than one)

_____ price competition

_____ transportation cost

_____ physical deterioration

_____ others; specify: _____

---- THANK YOU VERY MUCH AND GOD BLESS----

