

# **Prediction of New Opportunities for Bakery Businesses in Pune**

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## **1. Introduction**

### **1.1 Background**

Baker's Hut is a popular Bakery shop in Mumbai, which was established in 1968. It is a leading food & beverage destination in the premium category of bakeries in Mumbai. It has successfully brought exclusive and indulgent brownies, cakes, desserts, pastries, chocolates, breads, savouries, sandwiches, rolls and beverages to the high street and within the reach of many and set a benchmark for delivering high quality food at honest prices. The bakery has been around for more than 50 years and has as many as 10 branches in the city of Mumbai alone.

After its success in Mumbai, the stakeholders are looking to explore opportunities in the nearest biggest city, Pune. Pune as a city has developed drastically in the past 20 years or so and is producing many new businesses opportunities in the food and beverages industry.

### **1.2 Problem**

This project aims to find out which could be the potential areas for starting the bakery branches in the city of Pune, India. We would primarily look at areas which currently do not have sufficient bakeries but share characteristics with other areas that have.

We need to look at data that might contribute to understanding the food and lifestyle preferences of the audiences across the various neighborhoods in the city.

### **1.3 Interest**

Looking at the potential of the city in the bakery products industry, the research could provide the useful information based on statistical analysis of data, Modelling and recommendation which could help Baker's Hut or any similar bakery looking to launch itself in the city of Pune.