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Topic: Situation Analysis

## The Cake & Cream Factory

- **Introduction**

The Cake & Cream Factory is a popular bakery chain in Pimpri, Pune, India, known for its wide variety of cakes, pastries, and other baked goods. They offer a range of products, including eggless options, to cater to diverse customer preferences.

### **Key Points**

**Operations Strategy:** Focus on delivering fresh, quality cakes with flexible production and efficient distribution.

**Supply Chain Management:** Source ingredients, produce cakes just-in-time, and distribute via outlets and online platforms.

**Quality Management:** Maintain high standards through premium ingredients, strict hygiene, and regular audits.

**Technology in Operation:** Use automation, inventory management, and data analytics to streamline production and enhance customer experience.

## Cake Production Phases:

Ingredient Sourcing



Batter



Mixing



Baking



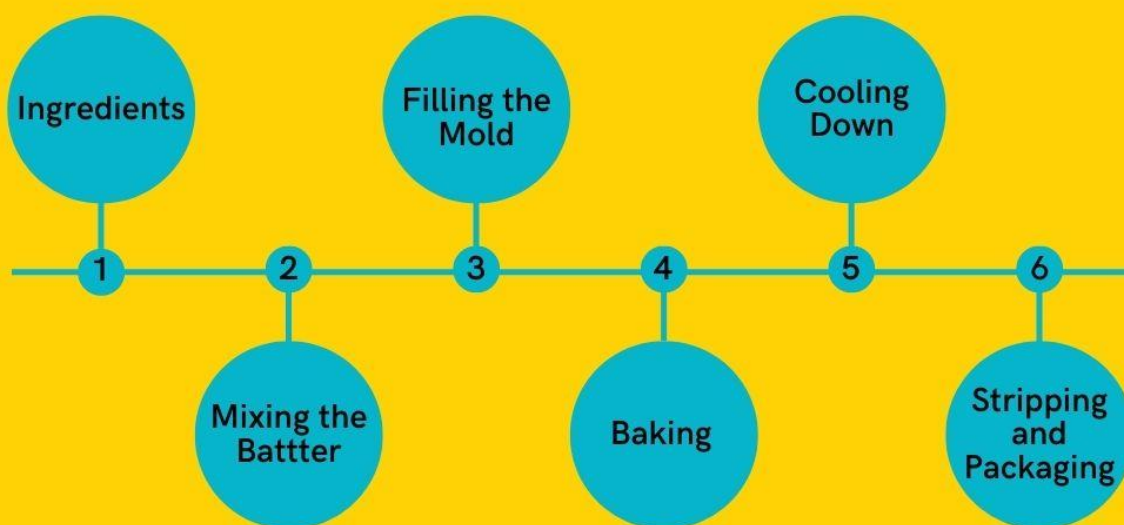
Cooling



Icing and Decoration



The Production Process involve the following procedures:



## Bakery Products:

- Cakes



- Cup Cakes



- **Pastry**



## **Conclusion:**

The supply chain process of a bakery like The Cake & Cream Factory demonstrates how effective integration of operations strategy, supply chain management, quality control, and technology can drive success in a competitive market. By sourcing premium ingredients, employing just-in-time production, and maintaining strict hygiene standards, the bakery ensures consistent product quality. Leveraging technology for automation, inventory tracking, and customer engagement further streamlines operations and enhances customer satisfaction. This comprehensive approach not only meets customer expectations but also supports sustainable business growth and market adaptability.

