

عنوان مقاله:

Analysis of The Prospects of a Small Enterprise for The Production of Bakery Products in Russia, Taking into Account Current Market Problems and Chemical Health Risk

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خلاصه مقاله:

In most cultures, bread is considered a rich and valuable food source. In bread processing, some bakeries use sodium bicarbonate as baking soda and extra salt and these chemical compounds have harmful effects on public health. The article analysed the state of the Russian bakery products market and the prospects for entering into it a new small bakery in order to occupy a new market niche. Particular attention is paid to the prospects of business development in the context of a possible restructuring of the market model, in connection with the global quarantine situation. A search and analysis of a potential market segment for the implementation of a small baking enterprise was carried out. The article analysed the strategic decisions recommended for small enterprises in the field of bakery production, which can facilitate entry and consolidation in the target market segment, as well as possible ways to expand this market segment. An analysis of the strengths and weaknesses of small and large enterprises of the bakery industry was also carried out to reveal their competitive advantages and weaknesses. Based on this analysis, behavioural models for small bakery enterprises in the market are proposed that will allow them not to enter into direct competition with large bakery producers, which is almost impossible, due to the inability of small businesses to compete effectively with large enterprises for a considerable period of time (commutative behaviour model adapted to the industry in question).

کلمات کلیدی:

bakery products, market, small bakery, chemical health risk

