



PROJECT NOTIFICATION

Reference No.: 52

Date of Issue	1 February 2023
Project Code	23-CL-06-GE-DLN-A
Title	APO e-Course on Food Bakery Entrepreneurship Development
Timing	30 June 2023
Hosting Country(ies)	APO Secretariat
Venue City(ies)	Not Applicable
Modality	Digital Learning
Implementing Organization(s)	APO Secretariat
Participating Country(ies)	Not Applicable
Overseas Participants	Not Applicable
Local Participants	Not Applicable
Closing Date	Not Applicable
Remarks	Timing is the launch date of the e-course.

Objectives	<ul style="list-style-type: none"> - Introduce the scope and opportunities to establish a successful small-scale bakery business. - Share the latest trends in the bakery sector, including good manufacturing practices and food safety guidelines. - Explore basic bakery business plans, including logistics, baking equipment, technology, financing, production, and marketing for sustained profitability and productivity performance.
Rationale	<p>The growing popularity of wholesome, hygienic products like artisanal bread, buns, cakes (short and long shelf life), and pastries worldwide is creating ever-increasing demand. This course will give participants an in-depth understanding of how to develop business plans for viable bakery operations that contribute to agrifood industry productivity and profitability.</p>
Background	<p>The demand for baked items and convenience foods has shown a steady increase in recent years due to changing consumption patterns. Baked goods offer customers convenience and affordability, and the growing demand has led many home cooks and chefs to venture into the business. According to the leading market research company IMARC's 4 July 2022 report, the global bakery product market reached USD497.5 billion in 2022 and could reach USD625.9 billion by 2028, exhibiting a growth rate of 3.7% during 2023–28. It is vital for new entrepreneurs to understand bakery market trends and opportunities and for their business plans to include operations, financing, and marketing. It is also critical to select the appropriate products, technologies, ingredients, and logistics for making bakery enterprises more profitable, productive, and sustainable.</p>
Topics	<ul style="list-style-type: none"> - Overview of the bakery business - Bakery products, operations, and packaging - Selection of equipment and layout including maintenance guidelines - Food safety guidelines for bakery enterprises - Business plan, marketing strategy, and productivity - Examples of successful SME bakery enterprises - Self-assessment quizzes and final examination
Outcome	<p>This course will enable participants to create bakery businesses that deliver fresh, nutritious, healthy products under safe, hygienic working conditions as well as study technologies and marketing strategies to attract customers.</p>
Qualifications	<p>Open to all participants in member and nonmember countries.</p>

Please refer to the implementation procedures circulated with this document for further details.



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Secretary-General