

Bake The World a Better Place: Embedding Social Entrepreneurial Spirit Among Community Bakers During Covid- 19 in Malaysia

Journal of Tourism, Hospitality
& Culinary Arts (JTHCA)
2022, Vol. 14 (1) pp 435-452
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UiTM Press
Submit date: 20th September 2021
Accept date: 03rd November 2021
Publish date: 31st May 2022

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Proposed citation:

Ibrahim, M. & Mansor, N. A. (2022). Bake The World a Better Place: Embedding Social Entrepreneurial Spirit Among Community Bakers During Covid-19 in Malaysia. *Journal of Tourism, Hospitality & Culinary Arts*. 14(1), 435-452.

Abstract

Community bakers are growing in popularity. This phenomenon is prevalent since enforced lockdown because individuals are pursuing their passions and ideas in the baking business because they now have more time and money to devote to it. The discussion about community bakers and their businesses are still unclear. Thus, this article aims to understand Malaysian community bakers and their role in social entrepreneurship. Social entrepreneurship literature will be explored in discovering what makes social entrepreneurship special and what avenues exist for the community bakers' long-term survival. This conceptual paper is based solely on reviewing and analysing literature from previous research. The method was by searching the literature published between 2020 and 2021 on the Google Scholar search engine. 'Motivational factors', 'home bakers', and 'COVID-19' were used as search phrases. The authors retrieved related results and those that met the search keywords, then sorted them out. 17 literature that suited the review objective were obtained. This article extends discussion concerning individual's home bakers and forms what is now known as community bakers in Malaysia. This article suggests that community bakers' social enterprises, despite the lack of definitive data, are still crucial to the economy amid the pandemic.

Keywords:

Bakery; Community Baker; COVID-19; Entrepreneurial; Home Baker; Social Entrepreneurship

1 Introduction

In recent years, a large number of new independent businesses, such as home industries, have sprung up. A home industry is a product-based enterprise or a small business. The term “home industry” refers to the fact that it falls within the category of small businesses managed by family members (Anggoro et al., 2019). Micro, small, and medium-sized businesses, on the other hand, are in danger of going out of business as a result of the extended lockdown (Anand, 2021). However, the only sector in the economy that is expected to see growth is food and beverages (Poinski, 2020).

As a consequence of the lockdown and limitations placed on restaurants dine-in, an increasing number of people are being forced to cook at home. There has been an increase in web-based searches relevant to cooking and baking during the earlier period of quarantine (Günalan, 2021). This may also be seen in the rise in the number of businesses run from home (Xian, 2021a). This might be due to more people are looking for extra money to help them get by during these difficult economic times, and it is relatively easy to get into the food business. In today’s world, people are increasingly seeking additional sources of income, particularly ones that are less difficult to start, such as a baking business.

The demand for homemade baked goods is rapidly growing worldwide (Brasted, 2021; Clifford, 2020). As part of necessity, having more leisure time, and healthier eating habits and lifestyle due to COVID-19, bakery products such as pastry items, cakes, bread, puddings, and other baked items are growing being produced at home (Easterbrook-Smith, 2021). Quarantine baking has received extensive media attention when hashtags such as stressbaking, quarantinebaking, and bakecorona populated on social media. Baking is regarded as one coping mechanism for quarantine-related stress. In Malaysia, it is reported that 74% of Malaysians bake while at home during the lockdown. Home baking enables them to use and experiment with various types of bread ingredients that are healthier and makes it possible for them to save money (Taste Tomorrow, 2020). As a result of this occurrence, many individuals who are passionate about baking have shown an interest in starting a business that produces baked products for the local community (Alhothali, 2020).

This is also due to the lack of bread being available. During the COVID-19 lockdown, there has been an upsurge in bread consumption. However, during the lockdown, the number of employees working is drastically decreased. The bakery industry has suffered because of the reduction in the number of employees (Lee, 2021). When one of Malaysia’s major bread firms has bread shortages (New Straits Times, 2020), customers either bake the bread themselves or seek for other bread production businesses in their neighborhood. As a result, out of necessity demand from the local community, more people are starting their home bakery businesses. In order to emphasize the substantial economic contribution of this emerging market, home bakers’ need for flour has made it a hot commodity (Mulvany & Hirtzer, 2020).

Gumaste et al. (2021) highlighted the differences between commercial bakery and home bakery. The main attributes to distinguish between these two operations are: (i) the location in which the end products available to customers, (ii) the operations' organization, and (iii) the level of customization. Baked products from commercial bakeries are available at grocery stores and supermarkets, whereas home bakery usually delivers to the customers' doorstep. Automation of baking production has allowed commercial bakeries to produce for those stores and supermarkets. However, commercial bakeries maintain traditional way of preparing baking goods and serve the other businesses in their neighbourhood, such as coffee shops and restaurants as well as their community members. Home bakeries operate from home and personalise their baked products to the customers' requests and needs. As the items are made-to-order, thus it is fresher when it reached the customers. As commercial bakeries have a large-scale operation, it is bound to the federal or state food laws. Their operation has a clear operating procedure and regular inspections by the authorities. Meanwhile, home bakeries are unorganized and many remain unregistered business operations.

However, the term "community baker" or "community bakery" has not yet been thoroughly explored in academic literature. Businesses that are established within a local community have a number of characteristics that distinguish them as community businesses, including their location in the immediate vicinity, their establishment that is visible to the people in the community, and the type of customer will be served by the business, among other things. The most obvious reason they coined the term "home bakers" is that they are operating on a small scale from their homes (Kaur, 2020; Ismail & Kabuga, 2018). Depending on their location and cultural ways, they are also referring to as "cottage bakers" (Taylor, 2020) or "village bakers" (Singleton, 2021).

More recently, their operation is also referred to as a micro bakery (The School of Artisan Food, n.d.). These micro-business owners may or may not have had professional food and baked goods production training. Their main target markets are people who reside within their immediate neighborhood, references from their friends and families, and personal connections through their own social media accounts. As most of their orders are customized to customers' preferences and these homemade baked products have a short shelf life, completing an order is time-consuming and laborious. Also, artisanal products provide an important source of revenue for home bakers rather than mass-produced baked products, which has set them apart from their competition (Metro News, 2021). It is not a typical bakery where individuals buy a treat and take it home. Instead, the buyer will have a sentimental attachment to the baking product and to the community bakers (Rashid & Ratten, 2021).

The pandemic has seen the rise of the home-based bakery business phenomenon. Therefore, this paper aims to understand the individual's motivation in involving themselves in starting home-based bakery business in their community. The article offers an insight into social entrepreneurship theory in the context of community bakers in Malaysia. It extends the social entrepreneurship's discussion provided by Pangriya (2019). This paper argues that community bakers act as social agents and contribute

directly to the economy during the pandemic. This paper is organized into five sections. The first section provides an overview of the home-industry and home bakers. Section two explains the methodological process of this review. The third section discusses community bakers' motivation for getting into the business. The fourth section reviews the literature regarding social entrepreneurship and the relationship between home bakers and social entrepreneurship. Section five addresses how home bakers could move forward in the current economy and concludes this article.

2 Methodology

This conceptual paper is based exclusively on evaluating and analysing material from prior studies. The Google Scholar database was utilised for articles published between 2020 and 2021; the words 'motivational factors', 'home bakers', and 'COVID-19' were the search terms. Although the searches resulted in many literatures, they did not match the search parameters. Consequently, retrieved results are sorted for those that met the search as mentioned earlier keywords. According to the search terms used, 17 relevant sources were found and suitable for the review. There are five themes presented in section three.

3 Literature Review and Analysis

Numerous studies on entrepreneurship have been undertaken in various fields, including medicine, education, and law. However, the literature on entrepreneurial activity in a bakery has received little attention among scholars (Kaur, 2020). This section will explain the motivational factors that affect community bakers, and the social entrepreneurship theory will be discussed in the context of community bakers. Besides, COVID-19 has also been demonstrated to influence on entrepreneurial motivation, highlighted in this article. This is described in more detail throughout the section.

3.1 Motivational Factors Affecting Community Bakers

In response to community bakers' increasing popularity during COVID, many individuals are drawn to engage as community bakers for various reasons, including excitement, quality of life, survival, unique ideas and innovation as well as self-transcendence. These are further explained in the following sections.

3.1.1 Excitement

People are interested in starting a career as a community baker since baking is a joyful and pleasant activity. There are many kinds of baking products ranging from bread, cakes, pudding, sandwiches, local delicacies, and others. Most importantly, those products can be categorised as desserts and are often associated with special occasions (Rashid & Ratten, 2021). Previously, people turned their baking hobby into an alternative career (Gupta & Phillips, 2019). In 2020, the quarantine baking hobby led to

masses of bakery startups globally (McFadden, 2021; Raja, 2021). In particular, women can make a career in the micro-bakery business (Ismail & Kabuga, 2018). To a certain extent, community bakers inspire self-fulfillment by bringing joy to their customers (Gupta & Phillips, 2019; Kaur, 2020).

They are intrinsically motivated to offer customised baked products that could further challenge their culinary skills (Kaur, 2020). In addition to providing the usual baked products, some bakers are venturing into creating artisanal products that require advance baking skills, such as creating elaborate cake designs that require days to complete. Their cake decoration usually bears intricate designs that hard to be replicated neither by other bakers nor through online tutorial videos (Figure 1). Cake decorating is time-consuming; therefore, their creation process also serves as a mean of escapism in their everyday life (Alhothali, 2020). Their cakes are a form of creative expression, which they rarely do because of financial benefits (Tan, 2021). Therefore, baking is a passion that can fill a person with pleasant emotions such as joy, elation, and excitement (Alhothali, 2020).



Figure 1: Patterned cakes. The baker does not sell her cakes and only offers the baking class to recreate her patterned cakes (Tan, 2021)

Mobile messaging services and social media are the primary communication means for home bakers. Nayana et. al., (2019) conducted interviews with women entrepreneurs in India. She found that mobile messaging services such as WhatsApp are more beneficial for home-based entrepreneurs. They allow convenience for customers to communicate with the business owners and build more substantial brand value. Home bakers also utilise social media platforms such as Instagram and Facebook to create awareness of their creations and businesses (Nayana et. al., 2019; Raj et al., 2021). These visual platforms and Instagram ability are more effective promotional tools (Razak & Mansor, 2021) for home bakers as they can capture the essence of their products. They rely on food photography to create attractive postings and baking hashtags to remain longer on social media than traditional media. The more bread

photos they put up on social media, the more social prowess and “higher-ranking” they are in the home bakers’ hierarchy (Mohabeer, 2021).

3.1.2 *Quality of Life*

Community bakers are drawn to home-based bakeries because of the convenience and flexibility of the business’s time scheduling (Ismail & Kabuga, 2018). They are also project their daily output within the time frame specified by their customers (Kaur, 2020). Community bakers need to be flexible regarding their operation time since customers will place orders anytime they want (Gupta & Phillips, 2019). Community bakers could forecast their day-to-day operation according to their capacity. This is because the criterion for placing an order was based on their desire to be comfortable baking those items and the number of orders committed (Kaur, 2020).

This flexibility allows them to create their business around their family, indicating that a career as community baker is apt for women with children and those who want a work-life balance (Gupta & Phillips, 2019). Zagade and Gaikewad (2021) surveyed home bakers in India to understand the upsurge of home bakers during COVID. They found that 40% of home bakers started their home baking business during COVID, and female entrepreneurs dominate this particular business segment. These home bakers can teach baking operations such as weighing flour and moulding to children and family members to get their involvement in the business (Insley, 2011). During the lockdown, commuting is no longer possible for many individuals. Some leave their jobs because they want to completely cut off commuting time and start a home baking business to stay close to their family (Xian, 2021b). Thus, community baker is seen as an alternative career for those who are affected through hard times because it promotes a better quality of life.

3.1.3 *Survival*

Every year, millions of students graduate from their professional and traditional education programmes, hoping to find better jobs in the future. In 2020, Kamel (2021) reported that 260,701 graduates were ready to enter the job market. However, only 28% job offers are at their qualifications. There are not enough employment to accommodate these graduates. Thus, many graduates get jobs that are lower than their actual qualifications. Youth entrepreneurship programmes and startups are seen as a solution to this unemployment issue (Chong, 2021). The situation is such that those unable to find work decide to start their own business because they have no other options for earning a living (Kaur, 2020).

Moodliar and Janvekar (2020) examined the impact of COVID-19 among home bakers in India. Despite the difficult economic and social situation such as order cancellations, the study acknowledged the economic potential of home baking. Those home bakers surveyed have been steadily earning a monthly income between ₹5,000 to ₹15,000 (RM283 to RM851) or more. Being community bakers should be a personal goal

and a means of survival. This is essential to the bakers' personal and financial well-being, motivating them to reach their full potential (McDonald, 2019).

COVID-19 has seen a significant shift in people's social and financial lives. The death of loved ones, the separation from a spouse, or sudden employment termination (Gupta & Phillips, 2019). This is when people feel pressured; thus, they have to make a breakthrough to survive their life by making a particular effort to have a better life (Alhothali, 2020). There are more COVID-19-related deaths and uncertainties such as hospitalization and home quarantine. However, conventional work settings' support system is still loosely managed and regulated. Consequently, initiating a small-scale home bakery could be a better work arrangement, where financial survival would increase their likeliness to be a community bakers.

3.1.4 Unique Ideas and Innovation

Innovation is a significant social and economic transformation that benefits customers. There is an important relationship between entrepreneurship and innovation (Fontana & Musa, 2017). Within social enterprises, their businesses provide and solve problems to generate profits, growth, and positive social effects through innovation (Nicolopoulou et al., 2017). These include environmentally friendly and socially responsible activities. Innovation is more critical than ever in a crisis like the COVID-19. People found themselves inspired to do more than be creative during the lockdown, but they also found themselves enjoying the process of creation (Kapoor & Kaufman, 2020).

As discussed earlier, creative people prefer to use baking as an outlet to express their creativity rather than for financial gain. Before lockdown, baking classes are held physically. Lockdown has made individuals who enjoy being around people feel constrained. Pursuing creative activities such as cooking and baking has been shown to positively impact people's well-being during lockdown (Morse et al., 2021). They enjoy producing and sharing their creations, such as decorated cakes, on social media while remaining connected (Kamal, 2021; Mansor & Awang, 2021). They are also innovating with edible art and ingredients to include more health-promoting nutrients such as grains and locally sourced foods.

Food hygiene concerns of food prepared by another person during lockdown and scarcity of raw ingredients drive home bakers to be innovative in providing their products. Gumaste et al. (2021) surveyed Indian consumers of commercial and home bakery preferences. They found that hygiene and quality ingredients offered by home bakers as the top influencing factors for people to buy from a home bakery rather than a commercial bakery. In addition, home bakers seek out locally sourced ingredients readily available in their neighbourhood, such as herbs that are unique to their region. For example, sugar shortage encourages individuals to seek locally produced honey (Dahali, 2020). This inspires home bakers to create novel ethnic baked goods and further

develop products around their own heritage (Dahali, 2020; Settanni, 2020) with safer production management.

Some bakers have taken advantage of the do-it-yourself (DIY) trend by offering pre-packaged kits to produce home-baked bread or cake decorating supplies for those who want to create a cake at home (Figure 2). While lockdown, they have been taken advantage of this trend fairly quickly by capitalising on the rise in home baking (Adesilu, 2020). Digital technologies such as e-commerce and social media platforms have certainly kept home bakers ahead in the baking industry (Niaga AWANI, 2021). It is more convenient to send DIY pre-packaged goods for customers than traditional ready-made bakery products due to their shorter shelf-life. As a result, this product line was developed to suit the limited capacity of home bakers' production.



Figure 2: A commercial bakery's DIY baking box to allow customers to recreate the bakery's products to vary their revenue during the lockdown and tap into the home baking trend (Adesilu, 2020)

In comparison to commercial bakeries, home bakers have a much simpler time capitalising on the opportunity to create new goods and services for their consumers because of their autonomous operation. By bringing in fresh and unique ideas, they could guarantee the longevity of their enterprises.

3.1.5 *Self-transcendence*

Many entrepreneurs likely have discovered the purpose to start their businesses because they care about people and want to contribute to a worthwhile cause. In this study, entrepreneurs' concern for people is part of their self-transcendence. Their self-transcendence guides their business choices that are beneficial to others, with the hope of achieving something more significant than just financial gain for themselves (Enthoven & Brouwer, 2019). Entrepreneurs' self-transcendence value is positively

related to their intention to engage in social entrepreneurship. The higher their self-transcendence, the greater their sense to assist others altruistically (Kruse et al., 2021).

For example, bakers are motivated to create cakes accessible to the vast majority of people experiencing financial problems. In the face of financial constraints, many jobless people cannot purchase cakes for special occasions such as birthdays or other celebrations. To illustrate, in Malaysia, a whole cake is typically priced from RM30 upwards. However, given the present economic climate, a cake at this price has become a luxury food item for impoverished families who cannot afford to purchase it. Furthermore, baking materials to begin baking at home are an unnecessary expense for these households to incur.

For that reason, some bakers are inspired to produce and offer cakes for people experiencing financial difficulties (Rozaidee, 2021). In addition, these bakers use the same high-quality ingredients to make their bakery's regular whole cakes. However, these cakes are far below cost. Because of the discounted pricing, demand from low-income families has risen. Some individuals even offer to pay for cake orders to benefit of the families in need. This result in increased employment opportunities for these bakeries. This makes it possible for the bakery business owners to hire more individuals from their neighbourhood.

Social entrepreneurs who have achieved self-transcendence are willing to sacrifice profits for social betterment. On the other hand, previous research has highlighted challenges to measuring the benefits received by disadvantaged communities as a result of social entrepreneurship (Kruse et al., 2021). Still, self-transcendence is a distinct value of social entrepreneurship.

3.2 Social Entrepreneurship Theory

Entrepreneurship has become a means of generating income for individuals, be it a full time or part-time job in pursuit of a career (Kaur, 2020). This article strongly emphasizes social entrepreneurship as a viable alternative for individuals to pursue. Social entrepreneurship intentions can be broadly defined as the desire to pursue a social mission a business or launching of a social endeavor (Bacq & Alt, 2018). In this context, utilising resources to address social problems is the most common practice of social entrepreneurship (Dacin et. al., 2010). In addition, social entrepreneurship is distinguished from activities dominated by primarily an economic mission (e.g., commercial entrepreneurship, corporate social responsibility) or a social purpose (e.g., non-profit/philanthropic organisations) by its endeavor to mix social and economic objectives (Saebi et. al., 2019). Not only that, increasing public awareness and understanding of social entrepreneurship is critical for economic regeneration and long-term economic viability (Szarleta, 2017).

3.2.1 Characteristics of Social Entrepreneurs

Social entrepreneurs can be distinguished from profit-oriented entrepreneurs by their entrepreneurial qualities. Profit is not the ultimate motive for social business as it

aims to contribute something beneficial for its stakeholders (Pangriya, 2019). In this sense, customers, employees, communities, and even the environment are all important stakeholders for social entrepreneurs (Kaur, 2020).

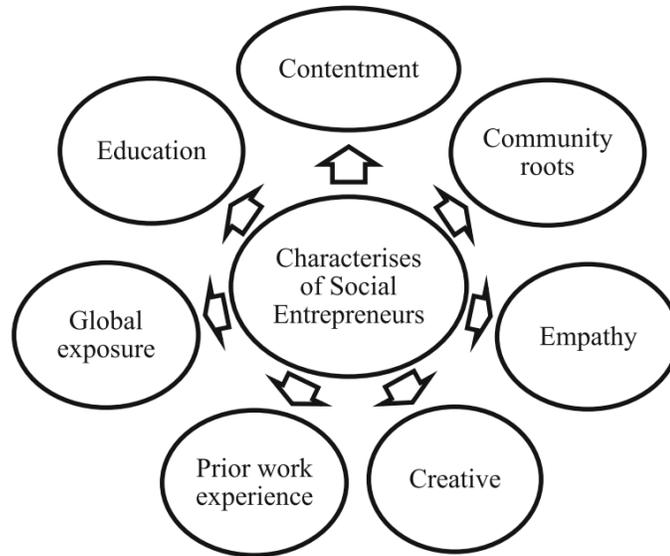


Figure 3: Characteristics of Social Entrepreneurs

Figure 3 highlights social entrepreneurs' characteristics, which rely on education, global exposure, prior work experience, creativity, empathy, community roots, and contentment (Pangriya, 2019). The educational component of the social entrepreneur should be taken into consideration because it helps them to perform better (Nakao & Nishide, 2020). In this sense, education aids social entrepreneurs in defining their vision and setting business goals (Sarikaya & Coşkun, 2015), thus empowering them to come up with novel solutions to social issues. While global exposure is crucial among social entrepreneurs, they must always be aware of what is going on in the industry, both domestically and internationally (Pangriya, 2019). Apart from that, prior working experience with social organisations has been found to be crucial antecedents in predicting a person's intention to participate in social entrepreneurship (Saebi et. al., 2019). In a meantime, prior working experience also plays a vital role that can help social entrepreneurs make better decisions in any entrepreneurship avenues. On the other hand, social entrepreneurs are born with the ability to be creative, or it can be instilled in a certain way along the entrepreneurship journey (Pangriya, 2019).

Next, the ability to empathize is another feature of social entrepreneurship. According to Bacq and Alt (2018), empathy is viewed as a significant antecedent of the "social" aspect of social entrepreneurial intentions, particularly when compared to more traditional commercial, entrepreneurial intentions. To be a successful social entrepreneur, one must first comprehend society and its concerns, after which one must develop solutions to those problems (Pangriya, 2019). Apart from that, a social entrepreneur also needs to have a strong community root. This can be achieved by understanding the challenges in the community and being aware of the struggles that

their ancestors have faced before (El Ebrashi, 2013). By embracing this issue then only the social entrepreneur can contribute to society. Lastly, being a successful social entrepreneur requires them to be content. Social entrepreneurship is much more than just making money. It is about resolving social challenges and problems, creating something greater, and making the world a better place for the next generations (Pangriya, 2019).

4 Discussion

Entrepreneurship has a crucial role in enhancing successful and sustainable economies. With such widespread success, it is easy to see why social entrepreneurs are critical to creating social capital for a country. In this article, strategy in embedding social entrepreneurial spirit among community bakers and emphasizing the capacity building for community bakers are highlighted.

4.1 Embedding Social Entrepreneurial Spirit among Community Bakers

The popularity of community bakers is growing. It is viewed as an excellent way to instill a social entrepreneurial spirit in themselves. The best thing is that community bakers can integrate the skill of baking and the intention of social entrepreneurship to enhance their business further. If the community bakers combine these two elements, an amazing result will be achieved. This heavily relies on the community bakers' ability to position themselves as social entrepreneurs. To groom themselves as great social entrepreneur, community bakers can instill three primary social entrepreneurial spirits in them: income generation, sense of community belonging, and empathy as the essence of social entrepreneurship.

4.1.1 Income Generation

One of the underlying principles of social entrepreneurship is the potential to generate revenue for the social entrepreneur to improve their standard of living. In this context, unemployed people, particularly women who have a work-life imbalance, are increasingly turning to entrepreneurship as a new alternative to earn a living (Alhothali, 2020; Gupta & Phillips, 2019). As a woman gets married, she is more likely to start a home-based micro-bakery business to even provide self-employment to households and engage family members in income-generating activities which raise the family's standard of living (Ismail & Kabuga, 2018). Looking at the scenario, we can say that home baking is closely associated with female participation.

This is in accordance with the growth of community bakers among females in the society, who devote their time and effort to serving the local community by providing bakery products such as bread, cakes, pastries, and even local delicacies in search of better living conditions. The majority of the community bakers aim to market their baking goods for friends and acquaintances in the neighbourhood. By doing so, the bakers are attempting to earn additional income to improve their lives and reduce poverty (Petreski & Petreska, 2015). As a result, being a community baker is considered

a viable career for those struggling financially. This will benefit the community baker and will also bring economic prosperity to the region. Meanwhile, communities take pride in their ability to persevere in the face of adversity.

4.1.2 Sense of Community Belonging

Community bakers are centred on the community; thus, they are a part of it. In this sense, community bakers must demonstrate that they are active participants in society by identifying social challenges in their neighbourhood and creating new products or services to address these issues (Bacq & Alt, 2018). This is especially true when a community baker attempts to start home baking to serve the local community, notably when the area lacks a bakery nearby. With this in mind, residents have more access to fresher baked goods such as bread, cakes, and pastry products more easily than before. Furthermore, because it is felt in the customers' hearts, creating and preserving a sense of community is critical (Rashid & Ratten, 2021). Community bakers interested in social entrepreneurship find more happiness in growing their business and serving the community as a whole. In this regard, the bakers and the community must have a solid bond to sustain the relationship for the long-term advantage.

4.1.3 Empathy as the Essence of Social Entrepreneurship

As far as social entrepreneurship is concerned, empathy is viewed as a critical characteristic that sets social entrepreneurs apart from traditional entrepreneurs. Adding to this, empathy is seen as a key personality trait of social entrepreneurs, and as such, it is a significant indicator of social entrepreneurship intentions. Specifically, empathy promotes social entrepreneurship intentions because empathic people are more inclined to act in ways that benefit others (Bacq & Alt, 2018). This can be seen in the practice of community bakers, who make an effort to provide bakery products such as bread, cakes, and pastries to the local neighbourhood. To use a simple analogy, once the order is delivered to the customer, the community bakers want them to know that they went above and beyond to make the desserts unique for their event. The community baker appreciates their customer festivity and celebration just as much as they do, and the baker does everything they can to make it more enjoyable for them. Indeed, social entrepreneurs seek to help others in need rather than satisfy their self-interests when pursuing a social mission.

4.2 Capacity Building

Apart from the need for additional income, there is a clear need for capacity building. As far as social entrepreneurship is concerned, several of their activities are geared toward assisting communities with various sorts of capacity building to facilitate more effective social interactions. Thus, to strengthen the circle of community baker, there is an urgent need for the group's capacity building to be initiated. They should be given the opportunity to participate in any workshop pertaining to production,

promotion, or sales as the first step in providing them with the abilities they require as a community baker and a social entrepreneur as a whole (Petreski & Petreska, 2015).

4.2.1 Workshop for Increasing Capacity Building

Ideally, community bakers would participate in three fundamental workshops to improve their service. First, community bakers must attend a food handling workshop to learn how to properly operate as a food handler, as well as the do's and don'ts of dealing with food items. This is crucial to them because it is a must to work in a kitchen, even at home. To be a responsible community baker, they have to equip themselves with knowledge for a kitchen operation.

Second, they must undertake a product packaging workshop, where they will be exposed to various imaginative packaging methods for their products to attract potential buyers. That will cover different packaging materials and how they work best for the bakery products such as bread, cakes, and pastries. Considering different types of baked products require different types of packaging, the community baker should become familiar with the proper selection of packaging material for their product.

Third, community bakers need to join a promoting and selling baked product workshop that trains them to approach and establish a rapport with the potential customers and the techniques to promote their products to residents. For instance, the promotional channels will be described to the community baker, whether to use online platforms such as Facebook, Instagram, and TikTok, or offline methods such as handing out flyers, pamphlets, banners etc. Besides, they will also be exposed to the skill of public relations and how to keep a strong relationship with potential or existing customers for a long-term benefit. In reality, striking a balance between their business's economic and social missions is far more important for them in this regard.

4.2.2 Impact of Capacity Building

Every good deed will bring a positive outcome in everyone's life. So as with community bakers, they are better able to enrich their lives as social entrepreneurs as they go through the capacity building along the way. Bakers in the neighbourhood are aware of the importance of expanding their business, and they are eager to obtain professional baking training to equip themselves with proper knowledge (Gupta & Phillips, 2019). This is in accordance with the attitude of a great entrepreneur who views lifelong learning to develop their skills and expertise as a community baker. A well-designed capacity building can generate new knowledge and frames of reference, leading to transformative learning experiences among the community bakers.

5 Conclusion

This paper provides an understanding to start a discussion about community bakers. It is important to understand the contribution that home bakers make to the economy. It is also critical for home bakers entrepreneurs to know how to make their social enterprises financially viable in the long run. Home bakers are vulnerable to various types of fraud because most do not have insurance to cover their liability. During this pandemic, the disruption of food supply and security also highlighted the question of the long-term viability of the current home bakers' business model. The price of baking ingredients such as flour is anticipated to rise, and home bakers will face financial constraints due to their limited availability of financial support. Their home baking businesses will be more viable with greater support from a network of home bakers' entrepreneurs such as NAR Bakers Network.

Home bakers also play an essential role in raising awareness of the public's health concerns. The role of home bakers in food safety is unclear, as is the role of other small-scale homemade food entrepreneurs. Products sold by home bakers may have food safety issues. This issue amplifies when home bakers sell their products on e-commerce platforms. Because home-baked goods do not include preservatives, they have a limited shelf life. Before bakers could predict their daily order and the time it reaches their customers since it was in their local neighbourhood, allowing them to maintain the quality of their finished goods. With e-commerce orders, they would have to ship farther and risk the products being sent at an improper food temperature and in an environment that may expose them to food contamination.

Home bakers' operation is still confined within a small-scale home activity. Despite the fact that more and more people are starting their home baking businesses, little is known about their operations. This may be owing to the fact that home baking is mainly associated with side income and there is no regulation requiring them to register their business. As members of the community, it is critical for home bakers to contribute back to the community via the use of sustainable business models and methods of operation. People should believe in themselves and enter the profession as community bakers with a sense of service to the larger community in mind.

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