



**WINROCK**  
INTERNATIONAL

Product Diversity Increases Business

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The Krendel Bakery, established in July, 1999, is a leader in cakes and confectionary products in the Pavlodar region of Kazakhstan. Krendel currently holds 60 percent of the local market share in confectionary products. Most of its product line is cakes,



with the remainder being pastries and cookies. Krendel offers 200 different confectionary products, and its daily capacity is five tons of product. The Krendel brand is easily recognized by many in the region, and its products—sold both wholesale and at retail markets—are very popular. The company has continuously expanded its assortment and improved the quality of its product in order to expand market share. Both the director and manager of the bakery are women, and the majority of its 90 employees are female.

In 2003, Zinaida Parkhomenko, the director of Krendel Bakery, knew that in order to maintain its place as a leader in the bakery sector of Pavlodar, it would have to continue to improve quality and expand. Parkhomenko wanted to add a café where people could enjoy

beverages, fast food, and bakery items. To carry out her plan, she requested that Winrock send two volunteers to work with her staff to improve quality and implement the plan to add a café to the existing bakery business.

Winrock volunteers Erlinda Francisco and Eric Golpe worked with Krendel to diversify its cake production line and introduce “special occasion” cakes for birthdays and weddings. The volunteers taught the staff to make sugar flowers, high-quality cake decorations they had previously imported from Italy. Krendel has since become a trendsetter, with its specialized cakes offered for weddings and birthdays.

*“Thanks to the volunteers’ assistance we were able to increase our assortment of bakery products and fill a niche in the small- and medium-sized business market in the region”*

*Zinaida Parkhomenko*

The volunteers also helped Krendel improve the quality of existing products, introduce additional bakery items and design a café offering gourmet Italian coffees. Krendel’s market share continues to be strong, and now it has few competitors in the region, especially in specialty areas such as advanced cake design, pastry assortments and pulled-sugar products. With advanced marketing strategies, Winrock volunteers helped Krendel stay ahead of its competition. Since working with Winrock’s volunteers, Krendel has experienced a notable increase in sales. Currently, Krendel is turning over its entire gross domestic production within 72

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hours time. Additional staff, the majority of whom are women, have been hired and trained to work in the espresso bar and in fast food sales. The bakery continues to have a significant impact upon the Pavlodar community and surrounding regions.

Winrock, through its Farmer-to-Farmer volunteer program, is increasing jobs and incomes for women, and strengthening women-owned businesses throughout Central Asia.

*Decorators were taught and demonstrated proficiency in making at least five varieties of sugar icing flowers.*



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