

Overview of the Business Idea

Task 2 – Describe the overview of the business idea (product(s) and/or services that your startup will be offering).

Our business, **Riverside Bakery**, will be a traditional bakery and café based by the river in Peterborough, offering freshly baked bread, pastries, and cakes made from scratch every morning, alongside a small selection of hot drinks, sandwiches, and light lunches. The shop will combine a working bakery counter with a handful of seats by the window, so customers can either grab a loaf or a pastry on their way to work, or sit in and enjoy a coffee and something fresh from the oven.

We will use locally sourced flour, dairy, and seasonal fruit wherever possible, and will bake in small batches throughout the day so customers can rely on fresh stock from opening until close. Our mission is to bring proper, honest baking back to the local high street and become part of customers' daily routine, whether that is picking up the family's bread for the week or meeting a friend for cake and coffee by the river.

As the business grows, we plan to introduce small bread-making classes for the local community and look at supplying nearby cafés and shops with wholesale bread and pastries.