

Romania-by-the-Sea

Bio & Vegan Delights with a Welcoming Family Atmosphere

The proposed business is a bakery situated on the picturesque Worthing sea-front, specialising in bio and vegan homemade products. Drawing inspiration from traditional Romanian recipes, the bakery will offer both fresh and frozen goods, prepared with high-quality, organic ingredients. The welcoming location will feature a dedicated playground for children, making it an ideal spot for families and those seeking a relaxing environment by the sea.

Main Products and Services

- **Fresh Baked Goods:** A daily selection of vegan and bio-friendly breads, pastries, and cakes, each inspired by authentic Romanian flavours.
- **Frozen Specialities:** Convenient frozen options such as savoury pastries and desserts, allowing customers to enjoy the bakery's treats at home.
- **Family-Friendly Café:** Comfortable indoor and outdoor seating, with a menu of hot and cold beverages.
- **Children's Playground:** Safe, engaging play area designed for children, enabling parents to relax while their kids play.

Business Objectives

Short-Term Objectives:

- Establish a strong presence in the Worthing community within the first year of operation.
- Build a loyal customer base by offering consistently high-quality, unique products and exceptional service.
- Promote the bakery through local events and partnerships, emphasising the family-friendly and vegan ethos.

Long-Term Objectives:

- Expand product range to include international and seasonal specialities.
- Develop a line of packaged, branded goods for local retail and online sales.
- Position the bakery as a leading destination for vegan and bio treats on the south coast, with potential plans for additional locations or franchises.

Unique Selling Point (USP)

The bakery's unique selling point lies in its fusion of authentic Romanian recipes with a commitment to bio and vegan ingredients, all served in a vibrant, family-friendly setting on the Worthing sea-front. The combination of home-style baking, health-conscious options, and a welcoming environment with a dedicated children's playground sets the business apart from traditional bakeries and cafés in the area, making it a distinctive destination for locals and visitors alike.