



## THE COMPANY

The Derbyshire based bakery has been in business for over 200 years. The company focuses on making artisan baked products including bread and cakes and sells to local consumers.

The need arose for the bakery to develop a product that would resonate with current and relevant market trends and be able to scale nationally in the UK.

## THE BRIEF

The bakery needs to create a new product range that leaves out all the challenges and concerns currently affecting the bakery and exploits new trends.

The NPD process should be done at a low cost, incorporating current market trends. The underlying theme of the product should be “A guilt-free indulgent treat, ready-to-go as a snack”.

The product should leave room for innovation and expansion into a few varieties and should be scalable.





## THE RESPONSE

Due to the uncertainty surrounding the new product, there is a need for innovation planning concerning the development of the product.

Market audit and research should pick out the trends in the marketplace, focusing on consumption trends, Ingredients, sustainability and ethics as well as reproducibility.

The research pattern will make use of relevant market research sources, ethnographic and observational research on consumers, looking at offerings in shops and people's habits.

Use the relevant information to develop the product according to the right product properties

Creation of market samples and performance of consumer acceptance testing as part of the product development process

## BENEFIT TO BUSINESS

*The project was a success and the work done was excellent. The results from the project has become my baby and I am happy to carry on pursuing the development of the product to expand on its potential-* Helen Yates, Luke Evans Bakery

