Peddling Pastry

CASE STUDY

WHO: Chris Edwards

WHAT: Peddling Pastry

WHERE: Castlemaine, VIC

WEB:

It doesn't matter if you have trained under some of the finest European Pastry Chefs, worked at The Dorchester, The Ritz or on the QE2 starting a business of your own is never easy, so Chris from Peddling Pastry discovered.

When Chris decided to go out on his own and chose Castlemaine to base his new enterprise he approached Workspace Australia with the view of acquiring Incubator space to set up his Pastry Kitchen. "Workspace's flexibility and hands on assistance helped enable my dream to actually reach fruition" Chris says. We started with a room and Workspace helped me adapted the space to a Commercial Kitchen specifically for my needs and at the same time worked with me to prioritise my goals" he adds.

Like most small businesses just starting out, cash flow management and establishing markets was a high priority but so was time management with Chris making all the products, establishing outlets for his products and then delivering the stock as well. Workspace business advisors met with Chris on a regular basis breaking down issues and helping Chris to plan ahead.

Not one to rest on his laurels Chris already had plans to expand his business and began developing a line of Nougat to add to the already extremely popular pastry range. Not limiting the service to Business Advice, Workspace even helped Chris develop equipment to make his processes quicker and more efficient. "I didn't expect Merv, Workspace Business Advisor to actually manufacture a prototype to solve my nougat slicing dilemma." Chris said. Of course the trade-off was that Merv got to become an official Product Sampler.

With determination and a strong focus on what he wanted, Chris has taken an idea and developed it into a successful small business. The business continues to grow and Chris and Workspace are working together to solve staffing issues as well as continually expanding his existing market s and develop even more products.