

Q9. How does your business use market research to establish customer needs and to understand your competitors?

We know competition is strong from national bakeries like Greggs, but we are proud to be independent and want to keep to a range of products we know customers love. This includes meat and potato, steak, cheese and onion and a new cheese and jalapeno pastry and our sausage rolls. We talk to our customers and get feedback when we launch a new pastry or shop from our customers. We also regularly check competitor prices so we can be competitive.

Q10. How do internal factors such as; understanding the market customers, customer satisfaction, planning, financing, marketing and managing human resources impact on your business success?

We talk face to face with our customers and do taste tests with a panel for new products. We welcome feedback from customers so we can make improvements to our menu, availability and pricing.

We have planned more local promotion recently using the Bolton News, social media like facebook and Twitter. We also sponsor the Carr's Pasties stand at the University of Bolton Stadium where we sell pasties and do a give away competition.

Q11. How do external factors such as; costs (premises, materials, energy, marketing and borrowing), government changes or laws, competitors, consumer confidence, consumer behaviour and consumer legislation impact on your business?

We obviously have costs to pay to run our bakery and shops. We spend a lot on ingredients such as flour, butter, potatoes, cheese and meat. We also spend a lot on energy and employees wages.

Company check.co.uk says Carr's is worth £2 million. It had assets of £861,000 in 2017 and liabilities of £278,000. Carr's needs to comply with laws on employment and food hygiene along with consumer protection law.

The consumer is our priority. It is our life blood and our future.