

Delicious Doughnuts and Delights



Entrepreneur, Lucy Robinson, owner of Aspatria based Delicious Doughnuts and Delights, credits superfast, fibre broadband as a major catalyst for her business going from strength to strength.

The business sells a mouth-watering selection of homemade doughnuts, cheesecake products, cookie products, traybakes and afternoon teas as well as offering catering for events.

Lucy said “I have a young family and was keen to establish a business which allowed me to work flexibly around my children. I’ve always been passionate about baking and regularly made cakes and treats for friends and family, so I thought why not try to sell what I make.”

“I plucked up the courage to take to social media with my products and was overwhelmed with the interest and enquiries I received.”

Lucy continued: “Social media provides small businesses like mine with a platform to showcase what we can do; it’s free, it’s accessible and it enables me to interact with potential and existing customers”.

“Having access to fibre broadband enables me to regularly refresh my social media pages, respond in real time to any queries or comments and makes my business accessible around the clock. I can upload photos at the touch of a button and at the end of a busy day if there are any goods left over, I can pop them online at a reduced price for a quick sale to make sure there is no waste”.

“Behind the scenes the faster broadband speeds enable me to carry out admin tasks more efficiently. From internet banking and monitoring customer payments to online shopping for ingredients and props and responding to customer enquiries - all can be done in an instant”.

“Fibre broadband also supports our home and family life; my children’s education, online catch ups with friends and family as well as gaming and downloading films. Having the service is something I think we all take for granted now but to be without it would be extremely difficult.”

Lucy would encourage other businesses across Cumbria to check if they can upgrade their service. She said: “Having access to a fast and reliable broadband connection

can only be a positive for both businesses and families. Without it I certainly wouldn't be able to do what I do."

Delicious Doughnuts and Delights is gearing up for Christmas and is offering customers a range of products including Christmas Eve treat boxes, Christmas cake jars, personalised brownie and cookies and Christmas party platters. Why not head over to their Facebook page @deliciousdoughnutsanddelights to find out more.

