

Honeyrose Bakery Ltd. - Case Study: Business Student Experience A to Z

September 18, 2008, London – Honeyrose Bakery Ltd., hosted a visit of its new manufacturing facility from a group of foreign business students on an exchange program from Denmark. **International Business Programme** students from Kolding in Denmark visited Honeyrose Bakery on the 18th September. As part of their study abroad programme, 33 students from Denmark came to **Ealing & West London College**. They were learning about British history, study skills and also how businesses operate in different cultures.

Lise Madsen, Managing Director of Honeyrose, led the students on the tour of the entire facility, explaining how each part of the business worked and how it interacted with the whole. At the end of the tour, Lise and her marketing, sales, and production staff gave a full overview of their areas, enjoying a frank discussion and question time with the students and their staff.



Starting in the Warehouse



Finishing in the Packing area



Going through questions



33 Danish business students !

Jelena Culum, International Officer, International Student Centre, West London College said:
“ Students had to do a SWOT analysis in Honeyrose Bakery and after they had a presentation at the College. All the students absolutely loved the day visit to the organic bakery because they managed to see everything, from the production to the marketing to the office work. They also had the chance to try delicious brownies ! ”

Lise Madsen, Managing Director of Honeyrose, added:
“ We really enjoy student visits. For one thing, they are one of our most loyal customer segments – they “get” Honeyrose, what we are trying to do, how we go about it, and they love our cakes. Also, we remember what it was like to be a young person, trying to understand the business world and not seeing it up close often enough. Hopefully we can inspire other young people, specifically young women, entrepreneurs, with nothing but a great idea, will power, and ability to work hard, to also make their dreams come true and build a company in the future. “