

Devour Bakery

A Boutique Business Success

Amazing Success

Having started her own dream bakery in 2012 Yvonne Murphy, a passionate business owner/operator from Balinrobe, Co. Mayo, was in danger of becoming a victim of her own amazing success!

Devour Bakery was exceptionally popular but, as demand increased, paper-work and accounting headaches were mounting. Cash was getting tight!

Fortunately, Yvonne was able to avert disaster by introducing Forward Looking Management Accounts that have de-cluttered financial reporting systems to focus her attention on Key Performance Indicators (KPI's) ... in time enough to do something about them!



<http://devourbakery.net>



Pantry Café & Bakery

Nestled in the heart of Balinrobe, Co. Mayo, Devour Bakery is a thriving Boutique Business, offering a warm welcome to locals and visitors alike. It comprises an elegant and colourful Pantry Café in the town centre, supported by a small efficient bakery production facility close by.

In addition to the traditional range of baked confectionary, scones, muffins, and mouth-watering savoury luncheons & salads, Devour, a 100% Irish Artisan Bakery, also offers a selection of the finest artisan wheat, spelt and gluten-free breads. Produce is freshly baked every day and delivered to the Pantry Café and a number of carefully selected local retailers on a wholesale basis. Devour, through its team of award winning cake designers, has also built an excellent reputation for unique occasion, novelty and wedding cakes.

Yvonne's Story

Having worked for many years in the baking industry in Ireland and America, Yvonne had always dreamed of owning her own family bakery business in her home town.

As far back as 2010, Yvonne, wife and mother of three young children, started making occasion cakes to order on a small scale and soon after, began to supply local shops with her own popular speciality spelt breads and home-made tarts.

In 2012 Yvonne was delighted when the opportunity arose to realise her dream of opening her own bakery.

Devour Bakery and Pantry Café was immediately and hugely popular. For Yvonne, success meant creating her own high quality produce consistently on a daily basis and creating a positive impact in a small town by putting the heart back into it through her own creative work.

Success, in terms of the broader local impact was also important - creating worthwhile jobs and supporting other businesses by developing sound relationships with distributors and suppliers.

Victim of her own success?

Devour showed great promise but the headaches were mounting and cash was getting tight. Yvonne was in danger of becoming a victim of her own success.

Like so many passionate Irish owner/operators, Yvonne had started out with great ideas and a wonderful offering, but despite significant demand, the business began to struggle due to its very success! Unexpected costs, and sheer exhaustion were taking their toll.

Yvonne worked long hours but never seemed to get ahead and worse, her accounts and administration were proving to be a nightmare! Endless paper-work and time-consuming accounting issues were beginning to drag the business down! Even when she could get sight of 'the numbers' they were unreliable and were very often, actually misleading, particularly when it came to matters such as VAT and other taxes.



[Wonderful Video](#)

[Click here to watch this wonderful video espousing the amazing attributes of a husband and wife team, making a real difference in their hometown.](#)

Forward Looking Monthly Management Accounts

Despite the mounting headaches and organisational pressures, Yvonne remained passionate about her love of baking and continued to work hard at developing her business. When the time was right in May 2015, she took the risk and signed up for affordable [Forward Looking Monthly Management Accounts](#) with her equally passionate Management Accountant ... she was glad she did!



[Peter D. Walls](#)

Inspired Accounting
Financial Control and Reporting Made Easy

Peter's Story

I first met Yvonne after she contacted me in January 2015 to resolve an issue she'd had with QuickBooks, her accounting software.

Yvonne was a joy to work with but looking in from the outside, it was plain to see that QuickBooks was not her only problem - she needed to be more organised and focused, especially around her accounts and key Financial data. She needed professional help and support.

We first tackled bookkeeping and office admin. Yvonne did everything I asked of her and more! It took some time at the start, and a great deal of focus, but in the end it proved to be well worth it.

Asking the right questions

Yvonne now manages her finances every month through her Forward Looking Monthly Management Accounts. Working together (remotely - online), we examine her accounts in detail within less than a week of each month-end! The process kicks up all the right questions and focuses attention firmly on the future - and in many cases, resolves problems before they even arise!

Yvonne's vision

Yvonne's vision is to grow the business to support a fulfilling and balanced lifestyle, creating exciting and fulfilling jobs as she does. Within five years she plans to have up to five café's opened in Mayo, Galway and even further afield! Forward Looking Management Accounts give Yvonne access to the critical numbers she needs to make business decisions confidently and on time, every time! Her vision is clear and very achievable.

My Reward

My reward, as a Management Accountant, is in working with a small number of passionate boutique business owner/operators, helping them to get organised and to use their accounts as a powerful Financial Management tool in achieving their goals and realising their dreams. I love it!

"Happy Christmas Peter, hope your day is filled with love and laughter. Thank you from the bottom of my heart for all you have offered me in 2015, I'm here completely relaxed and totally stress free, the first Xmas day like this in a very long time. You've given me the ability to focus not just with my business but with my life. I'm really looking forward to 2016 and whatever it throws at us!"

Yvonne, Owner/Operator

The message is simple!

(You can have your cake and eat it!)

Forward Looking Management Accounts get you organised so you can run your business like you always knew you could, free of administrative headache, costly surprises and paper trail clutter. You can easily achieve even your wildest business dreams. Here's what we achieved:

Fast Facts:

- Office paper-flow and filing systems streamlined
- Monthly Management Accounts in place
- VAT and other taxes managed and controlled
- Financial visibility and focus achieved
- Stable business achieved and sustained
- Net Profits doubled
- Cash/Debt Ratio up from 12.5% to 25.0%
- Proprietor take-home-pay up by 220%
- Margins increased from 55% to 73%
- Supplier relationships strengthened and 8-10% price reductions achieved
- Competitive position strengthened
- Stock Control and Costing Systems in place
- New, more informative Point of Sale (POS) system in place.
- Sales product mix realigned to optimize margins
- Highly motivated, well trained staff (reduced staff turnover) etc.
- Innovative and agile business model in place
- Enhanced reputation in the industry
- Realisable strategic plan for growth

If your accounts are getting you down and it's hard to see your way forward; if you want to make a success of doing what you love to do, act now by getting in touch. You'll be glad you did! I'd love to help.

