



Company Vision

'To provide the finest award-winning bread, cakes and foodie delicacies to our customers delivering the very best experience in the Bakery, Farm Shop and Tea Rooms.

Mission Statement

Mayfield Farm Bakery is committed to produce and provide the very best quality baked goods and cuisine, served with excellent standards of friendly, customer service and guidance. Providing a unique, enjoyable and memorable experience to our guests and customers. To develop and train our team members to reach their full potential and achieve their goals helping them achieve the company vision also.

10 Points of Culture

We work within our '10 Points of Culture' to ensure that everyone who visits the bakery is treated with respect and receives courteous, kind, first class experience whether guest, customer or staff members.

- 1 **Commitment:** We give 100% commitment to everything we do to improve our customer experience, food production and the company.
- 2 **Ownership:** We take ownership and responsibility for our words, actions and decisions and we endorse a blame free, supportive culture. We are accountable and responsible for our own actions.
- 3 **Honesty:** We will be honest with ourselves, our customers and our colleagues at all times.
- 4 **Excellence:** We will always aim to exceed our customer's expectations and deliver excellence at all times.
- 5 **Value:** We should offer great value at all times and cherish our customers building a long term relationship with them to ensure continued, regular repeat visits to the Bakery.
- 6 **Promotion:** We will always promote the company, employees and customers in a positive way. Building respect and trust with all the people who come to the bakery whether visitors, employees or customers.
- 7 **Team Work:** We are team players with a family culture working together with kindness, flexibility and generosity to others to achieve the company goals and making coming to the bakery fun.
- 8 **Attitude:** We have a positive, solution driven approach to achieving the company goals.
- 9 **Enjoyment:** We all are responsible for committing to making the work place an enjoyable, fun place to be for co workers and customers.
- 10 **Continual Improvement:** We are all responsible for coming up with positive suggestions for the improvement of all aspects of the business and service we offer.