



THE INNOVATION JOURNEY

Patisserie Lucius specializes in the production and sale of cakes for all occasions. The additional assortment consists of desserts, Christmas cookies, and wine from nearby winemakers. The services include wholesale, e-shop and catering for events of municipalities, companies and associations, Wi-Fi free of charge, and children's corner. Innovative aspects are a quick response to needs and transport to the customer. The company is situated in a suburban village near Brno.



Figure 1. Sweet shop Lucius, Syrovice

The confectionery relies on the use of local ingredients and fresh products. It offers traditional sweets from the region but also develops its products. One of the innovations is the use of the tale of Lucius as a tale that makes the place attractive for children.

The company supplies confectioneries in the regional city of Brno. The confectionery has become a well-known business in the entire

neighbourhood. Its rating on Google is 4.7. The customers are satisfied and return. However, constant innovation and contact with customers via social networks is a prerequisite.



Figure 2. A cake for the hockey club Kometa Brno

THE INNOVATION IMPACT

Rural communities located near large cities do not have to be only dormitories but can function as subcontractors for companies in regional metropolises. It requires a good idea, a quality product, a quick response to changes in customer preferences and, above all, a good reputation and relationships with customers and suppliers. The support of political bodies should be aimed at minimizing the bureaucratic burden.

USEFUL LINKS

<https://www.cukrnamalucius.cz/>

<https://www.facebook.com/cukrnamalucius>

<https://www.instagram.com/cukrnamalucius/>

<https://www.coolbrnoblog.cz/predstavuji-cukrarnu-lucius-v-syrovicich-u-brna/>