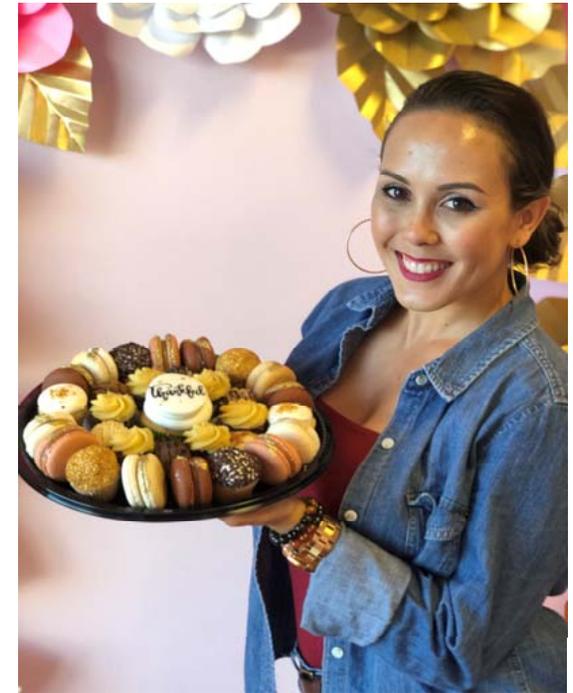


HAWAII SBDC SUCCESS STORY - EAST HAWAII CENTER



CUPCAKES, BOOM! LLC

Cupcakes, BOOM! started in a certified kitchen as Nikki Savella worked toward her dream of having a bakery and being a “stay at home mom”. Word spread of her ingenious flavor combinations and unique cake designs. In 2014 Nikki secured a lease in a shopping center, opened her successful bakery a year later and sales and community support continue to increase.

Nikki juggles the life of mom and entrepreneur, redesigning the shop’s interior, revamping desserts offered, as well as attending as many of her kids’ events as possible. Nikki prides herself on offering quality desserts with exceptional customer service through her team of workers.

Born and raised in Hilo, Nikki considers her best customers to be much like herself. Her target market is women who want Pinterest-worthy desserts made locally for special occasions and Cupcakes, BOOM! provides distinctive flavors and celebration-worthy desserts. Nikki has diversified into custom cakes, truffles, macarons, cookies and an ever-changing variety of special goodies, but by keeping clear priorities of God, family, and community, Nikki fulfills her dream of supporting the community that raised her. Each week Cupcakes, BOOM! delivers cupcakes to a random local business to spread cheer, gives goodies to homeless feeding sites and contributes to fundraisers.

“The bakery is a team effort as Nikki, like every parent, is in continual pursuit of work/home/life balance. Cupcakes, BOOM! has a clear message that is positive, and promotes family and faith. Nikki is bubbly and compassionate. She inspires others to believe that they can accomplish their dreams too, if they are willing to work hard. “SBDC has been an vital resource from the beginning of taking my baking business from home to storefront in under two years. They are still involved in the success of running a profitable, sustainable business.”