



## Puka Dog

Puka Dog, owned and operated by Rick Quinette, serves Hawaiian Style Hot Dogs. The product is unique in that a polish sausage or veggie dog is served in the toasted puka (hole) of a bun with one of four secret sauces, ranging from mild to lava, and one of six different tropical fruit relishes ranging from mango to starfruit.

When the Hawaii SBDC Network (SBDC) first started working with Rick, his retail outlet was a high rent location in the Poipu Shopping Village. Rick saw the potential for expansion and increasing profits; his vision included a North Shore (Kauai) location, a factory on Kauai under his control to supply buns, sauce, and relish to all Kauai-based Puka Dog locations, new product lines and possibly a mobile food truck. As with most entrepreneurs, ideas typically exceed available capital.

Rick was referred to the Kauai Office of the SBDC (John Latkiewicz) by the Bank of Hawaii for assistance with financials and help in developing a business plan. The Kauai Office teamed up with the Maui Office of the SBDC with John focusing on the business plan and Fred Rickert (Maui) on financials.

As it turned out, Rick was able to boot strap the bakery/food processing operation in 2013. He acquired significant equipment assets at a price that he could personally bankroll and opened up his factory in the Puhi Industrial Park on Kauai. Now, Rick not only supplies the buns for his operation but also bakes for other interests such Birdie's Café in Kalaheo.

Rick found the ideal second location in the Ching Young Village Shopping Center in Hanalei. The Bank of Hawaii, Small Loan Advantage program, provided funding for the operation which opened in May of 2014. As manager Brandee Barkly, Rick's step-daughter stated the Hanalei location is doing fabulously and has not taken any business away from the Poipu location.

