

HAWAII SBDC SUCCESS STORY - O'AHU CENTER

Sugarlina Bakeshop

Celeste and her sister Jennifer approached the SBDC in December of 2016 seeking assistance in reviewing their business plan to purchase an existing business and to obtain a referral to a bank lender. They were interested in purchasing the Sugarlina Bakeshop in the Pearl Kai Shopping Center. Their vision for the store is to take advantage of the potential increase in business because of the new rail station.

Once the business plan and financial projections were reviewed and enhanced by Senior Business Advisor Richard Kebo of the SBDC, the sisters quickly went to the lender and applied for a business loan for which they were approved. Soon after, the purchase transaction was completed in May 2017.

While the previous business owner sold mostly baked goods, they have since expanded to making various drinks, and along with selling stationary and other retail items from Japan. As new owners of the bakeshop, Celeste and Jennifer will continue to benefit from SBDC support in the form of financial analysis and marketing strategy to build the business.

