

Sweetie Pie Pantry



The MI-SBTDC was fantastic and I can't say enough good things about them. I totally give them credit for helping my business become the success that it is. They're experienced, they truly care and want your business to succeed. They were wonderful and made a huge impact on Sweetie Pie Pantry.
~ Linda Hundt, Owner

Linda Hundt was planning to move from a home-based business to a storefront in downtown Dewitt. With hopes of opening Sweetie Pie Pantry, a sandwich shop and bakery, Linda came to the MI-SBTDC where she met with Business Consultant Tom Donaldson. Tom worked with Linda in preparing multiple-scenario financial projections prior to moving her business downtown. After its opening in November 2005, Tom assisted in reviewing financial performance and setting quarterly goals. At first, the cost of goods was running over budget, so portion control, menu changes, and selected price increases were implemented, putting Sweetie Pie Pantry back on track. Yet several challenges remained, such as how to conduct advertising and promotions while on a very tight budget. Linda proved to be a public relations master, lining up newspaper coverage, magazine articles, and a weekly guest spot on a local radio program.

As a result of working with the MI-SBTDC, Sweetie Pie Pantry increased its number of employees from three to twenty. In receiving a loan from National City Bank along with personal investments, they obtained \$64,000 in financing. Because of her success, Linda Hundt and Sweetie Pie Pantry have been in various publications, one of the largest being December's issue of the Greater Lansing Woman where she was featured as the cover story.