

# HAWAI'I SBDC SUCCESS STORY



The Hawaii SBDC Network (SBDC) has helped the owners of Bleu Cupcakery during its start-up phase and continues to assist with growing their business. The clients are daughters of a local family who has been involved in the Kona small business community for many years. The sisters combined their experience in small business and baking and opened Bleu Cupcakery in 2012.

After researching other successful cupcake businesses primarily on Oahu the owners came to SBDC to confirm their plans were viable and would be profitable in Kona. On opening day the local newspaper interviewed the owners and Bleu Cupcakery was on the front page the following morning. They have been serving tasty gourmet cupcakes for two years now. Family members contributed in various ways to help the owners make their dreams of opening the first cupcake shop in Kona and on Hawaii Island a reality.

The clients offer catering, special cupcake orders, and are expanding their business by also offering wedding and celebration cakes. Facebook and Instagram keep customers current on daily specials. Yelp reviews are positive and continues to bring new customers into their shop. The Knot (wedding reviews) has listed Bleu Cupcakery as a preferred vendor. The SBDC has offered assistance when needed and are proud to watch Bleu Cupcakery continue with their success and grow their small business.

