

2010 BUSINESS RECOGNITION

HOSTED BY
Utah Valley University,
Orem SBDC



Business Details

OWNER
Denise Ferrell

NATURE OF BUSINESS
Retail Cake Decorating

CITY
Spanish Fork

COUNTY
Utah

PHONE
801-504-6217

BUSINESS STRUCTURE
Limited Liability Corporation

BUSINESS BEGAN
September 2009

EMPLOYEES
1 full-time, 3 part-time

SBDC CONSULTANT
Ken Fakler
Marynika Miche



Goodies Cake Decorating



Denise Ferrell knew she needed to make some changes to stay in business. She didn't realize quite how big those changes would be. Six months after opening her business, she would reopen as something entirely new.

In the early '90s, Ferrell got her start as a businesswoman with a scented candle store in Arizona. She was very successful, especially with candles that smelled like desserts. After moving to Utah, she got out of the business. Eventually she decided to open her store in Utah. In Sep. 2009, she launched the candle store on Main Street in Spanish Fork. The store had a small section of cake and candy making supplies.

After only selling \$250 in September to family and friends, and only from the cake and candy corner, Ferrell realized the business needed a revamp. She reopened again a month later, this time as Goodies, a cake and candy making business. Business went up dramatically, but Ferrell still struggled with finances. She only had enough inventory to cover the front room in the store and didn't have the money to order new items. She needed to act fast or lose her business.

In Feb. 2010, Ferrell rediscovered the Orem Small Business Development Center and started working with Ken Fakler. He pointed her toward the Mountainland Revolving Loan Fund and the Utah Micro Loan Fund. Fakler and his team coached Ferrell through her pitch and business plan to get her ready to meet board members.

While the board initially declined Ferrell's loan pitch, feeling she was stretched too thin, Fakler encouraged them to go home and find out if their wives would be interested in a store like Goodies. With that extra prompting, they were convinced of her viability and Ferrell got the start-up money she needed from both lenders.

Three weeks later, her grand reopening showed off a new Goodies. The store was now filled with new supplies, including many products suggested by customers. Her new inventory and great customer service have been key to skyrocketing sales. Ferrell hired three part-time employees before the grand reopening and is planning on hiring a full-time employee soon.

She also added classes to teach customers about how to make the perfect cake and candy decorations. Ferrell often makes friends with customers, and finds teachers for classes among her customer base. Classes fill quickly and everyone enjoys meeting new people.

Ferrell was able to grow and thrive by being a flexible businesswoman. By using the resources of the SBDC, she jump-started a new business. Her openness to change and recognition of what was working, paired with good marketing, pulled her business out of a hole.

Secret to Success
"Develop your people skills."

"This would never have happened without the help of the Orem SBDC team."
Denise Ferrell, Owner

The Utah SBDC network is comprised of 11 regional centers hosted by Utah colleges and universities. The centers serve entrepreneurs and small businesses across the state. The centers are funded in part through a cooperative agreement with the U.S. Small Business Administration.

jobs	
	revenues
growth	