



Kimone's Cake Art Studio

Background

Kimone's Cake Art Studio is essentially a high-end dessert shop, specializing in creating personalized treats for various occasions such as birthdays, weddings, and other memorable events. What makes us stand out isn't just our delectable creations but also the cake decorating classes we offer, both online and in person. I also add a bit of excitement with popup shops in the local Miami area.

The idea for this business sparked when I attended a cake decorating class at a nearby arts and craft store. Over time, I decided to turn my passion into a full-time venture, fueled by a desire to refine my skills and provide more than just a pastime. I aimed to elevate cake artistry into a service that brings a distinctive touch to people's special moments.

For those who want to indulge in our delightful cakes, ordering is available through our website, offering convenient options for pickup or delivery. Our popup shops at the mall provide an on-site pickup option.

Solution

I've had the opportunity to collaborate with various business consultants through the Miami-Dade Business Navigator Program, local initiative funded in part through a grant from the U.S. Small Business Administration. Florida SBDC at FIU Business Consultant Roslyn Rice, specialized in marketing and sales marketing provided invaluable tips and resources to expand my online presence. Her guidance steered me towards effective strategies in my business additionally, engaged with other spoke organizations like Branches. Steve Arman, Director of Business Incubator from Branches, offered valuable resources from their co-hosted training programs such as Creating a Business Plan, Building A Business Model Canvas and Introduction to Quickbooks that gave me tools to think strategic on the growth of my business. Another notable experience includes my participation in the StartUP FIU Local, training Becoming a CEO program, where insights from business consultants proved immensely valuable. Their guidance not only enhanced my customer-centric approach but also played a pivotal role in developing my role as a CEO.

From the Owner

“For new entrepreneurs who are just starting out, I would advise leveraging the available resources. The MDBN program has numerous connections to organizations offering various services. It's essential to make the most of these resources because many partners are willing to assist and share their knowledge. Also, keep in mind that success doesn't happen overnight; there's a learning curve. You must be willing to invest the time. Even when facing different waves in your business, with high moments of great sales and low moments with fewer sales, it's crucial to stay innovative and creative to keep your business afloat. Don't give up during challenging times; instead, redirect your efforts to other areas of the business that can thrive when one part is not doing as well. Always strive to reinvent yourself by finding different strategies that work for your business to foster growth, especially during uncertain market or economic conditions.”

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