

# *Brandy's Custom Cakery*

*"A New Era in Cakery Design"*



Those present for the 1<sup>st</sup> Dollar of Profit presentation include left to right: Gerald Bertsch, Nancy Larsen, Brandy Engels, April Smith, Curt Lukes, & John McDonald. Mark Slade, SBDC was not present.

**COMPANY:** Brandy's Custom Cakery w/Heart of the City Bakery

**OWNER:** Brandy Engels

**LOCATION:** 236 North Main Street, Parker, SD

**PHONE/EMAIL:** (605) 360-1949 [brandyscustomcakery@gmail.com](mailto:brandyscustomcakery@gmail.com)

**NUMBER OF JOBS:** 1 Full Time Jobs

**BACKGROUND:** Brandy Engels has been a cake baker for years with a passion for being creative and making holidays, events, birthdays & anniversaries very special. An acquaintance owns a former bakery and she saw an opportunity to become a business owner after many conversations. A lease agreement was signed, hours and days of intense work went into cleaning the facility and now a partnership has emerged.

Clement & April Smith, owners of Heart of the City Bakery will be creating gluten free and other allergy sensitive baked goods from Brandy's Custom Cakery in Parker, SD.

**ASSISTANCE/RESULTS:** Business Plan for a new business

**QUOTABLE:** *"This has been a truly helpful experience and I am very grateful for SEFP for their free service to help. Working through this with Nancy has taken all the overwhelming aspects and eased them for someone who has never gone down this road before. I learned it is not an easy thing to do, but it can be done with the right help. I thank her so much for sticking by me through all the hard times where I wanted to give up, quoted Brandy Engels."*