



Case Study

Diana's Bakery

CHALLENGE

In 1975 the Macari Family established Diana's Bakery, a retail bakery, in Enfield, CT. The bakery grew steadily through the years, establishing a wholesale division that delivered over 400 fresh and fresh/frozen baked products. Customers included large Northeast chains, such as Big Y and Friendly's Restaurants, as well as the nationally-known Starbucks Coffee.

Due to its success, Diana's Bakery found itself in need of a significant expansion. After finding a location that would double its capacity, the bank it was working with suggested that Diana's Bakery bring in the Vann Group to take an objective look at the business plan.

SOLUTION

Recognizing the quality of Diana's products and its established customer relationships, the Vann Group knew that the opportunity to expand was real, but also that additional research analysis and due diligence were required to develop a comprehensive prospectus and plan that would maximize results, increase investor confidence and minimize risk.

The Vann Group developed the prospectus and provided business advisory services on the expansion, including arranging financing. "The prospectus made it much easier to get things done, because all the information was there for everyone to use, from the attorneys, to the bank, to the SBA," said Pat Macari, President of Diana's Bakery.

"What makes the Vann Group different is that it can advise on so many aspects of the business, from market research to strategic planning to financing. Additionally, it is well connected and respected in the business community. The Vann Group knows whom to talk to and the most efficient way of getting things done," he added.

The Vann also advised Diana's Bakery on hiring and assimilating the right people. "Tom Lippie has trained me on how to hire the right people. He is a true professional, and I really appreciate the work that he has done for me," Macari said.

The Vann Group was exactly what we needed at this juncture ... It was clear from day one that we could completely trust them

- Pat Macari

RESULT

With the Vann Group's objective, trusted view and advice, Diana's Bakery is poised for significant expansion and growth. It has a solid foundation laid by the prospectus and strategic plan, as well as financial arrangements.

"The Vann Group was exactly what we needed at that juncture," said Macari. "It was clear from day one that we could complete trust them."