

# California Small Business Development Centers

SUCCESS STORY # 752

Small Business  
**Success**  
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## Pot & Pantry: Offering new Bay Area “foodie” options

### Pot & Pantry

Donna Suh Wageman

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### BACKGROUND

Pot & Pantry is a recently opened, woman-owned business that specializes in new and niche kitchenware and local artisan foods. Pot & Pantry Owner Donna Suh Wageman has created a unique marketplace where people can buy or sell high-end vintage kitchen equipment, cookware, accessories and tasty treats.

### CHALLENGES

Donna Suh Wageman contacted the San Francisco SBDC in late 2009 to work on her business plan and to obtain financing to start her business.

### ACTIONS

Donna's past experience working for Williams Sonoma inspired her to create a company to serve San Francisco's large and young “foodie” community, people with great taste but limited resources to meet their voracious culinary needs. Used clothing stores like Buffalo Exchange provided a great business model, but Donna needed to develop a plan specifically focused on

San Francisco's unique culinary landscape. For answers, Donna turned to the San Francisco SBDC.

Donna worked with SBDC Business Advisor Charles Spencer who reviewed her business plan and identified holes in her market research, marketing and growth strategies, and financial forecasting.

Warren Donian, an SBDC marketing consultant, helped Donna create a marketing plan to address the culinary needs of both older and younger customers. Upon completion of her marketing plan, Tom Camerato, an SF SBDC financial consultant helped Donna to prepare a 5-year financial plan which helped her among other important metrics to determine the capital needed to start up her business.

After Donna completed her financial plan, Gabriela Sapp, an SF SBDC loan consultant, helped her to identify sources of capital guided her throughout the loan application process.

### RESULTS

Pot & Pantry opened for business in late 2010 and obtained an SBA Community Express Loan for \$15K. Pot & Pantry has already been featured in several media outlets including: *7x7*, *NBC Bay Area* and *Daily Candy*.

Donna had this to say about her SBDC experience: “Warren is an invaluable source of marketing expertise. With his guidance, I was able to refine my goals and vision for my business and deepen my understanding of various marketing strategies. Warren was truly invested in my success and I benefited greatly from my consultations with him, and the other SBDC consultants too”.



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(SBDC Photo/  
Tue Nam Ton)