



From Scratch: A Business Story (Volume 1)

Steve Macleod, Craig Rutkunas

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Two sisters, two countertop mixers and one pizza oven would seem like a strange mix, but it turned out to be the perfect recipe. Not everyone who heard Jodi Willoughby and Carlyne McIntyre Jackson's plan to open a bake shop offering only two items was sweet on the idea. Regardless, the sisters took family recipes and opened Crave Cookies and Cupcakes. They have since expanded the original store and opened six new locations, but the journey hasn't always been a smooth one. From broken mixers to reluctant suppliers, the sisters faced many challenges. Jodi and Carlyne have overcome the obstacles and built a base of fanatical customers by offering single-serving desserts baked from scratch every day using fresh ingredients. This is their business story. A Business Story features entrepreneurs and the businesses they're building through short, inspiring, original works.

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From reader reviews:

Michelle Labat:

Reading a guide tends to be new life style in this era globalization. With examining you can get a lot of information that may give you benefit in your life. Using book everyone in this world can easily share their idea. Guides can also inspire a lot of people. A lot of author can inspire their own reader with their story or even their experience. Not only the story that share in the publications. But also they write about the information about something that you need example. How to get the good score toefl, or how to teach your children, there are many kinds of book which exist now. The authors in this world always try to improve their talent in writing, they also doing some investigation before they write on their book. One of them is this From Scratch: A Business Story (Volume 1).

Jolene Rivera:

A lot of people always spent their particular free time to vacation as well as go to the outside with them friends and family or their friend. Are you aware? Many a lot of people spent they free time just watching TV, as well as playing video games all day long. If you would like try to find a new activity this is look different you can read some sort of book. It is really fun for yourself. If you enjoy the book you read you can spent the entire day to reading a reserve. The book From Scratch: A Business Story (Volume 1) it is very good to read. There are a lot of people that recommended this book. They were enjoying reading this book. When you did not have enough space to develop this book you can buy the e-book. You can m0ore simply to read this book from the smart phone. The price is not to fund but this book has high quality.

Susan Douglas:

In this time globalization it is important to someone to receive information. The information will make you to definitely understand the condition of the world. The healthiness of the world makes the information simpler to share. You can find a lot of referrals to get information example: internet, paper, book, and soon. You can see that now, a lot of publisher in which print many kinds of book. The book that recommended for your requirements is From Scratch: A Business Story (Volume 1) this reserve consist a lot of the information with the condition of this world now. This particular book was represented how can the world has grown up. The terminology styles that writer use for explain it is easy to understand. The actual writer made some investigation when he makes this book. This is why this book suitable all of you.

Keely Charles:

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