

# THE **edge** Business Spotlight

CONNECTION



## Minnie Sweetie Paws, LLC

Minnie Sweetie Paws, LLC is an all-natural pet pastry and pupcake business that provides pets, specifically dogs, with yummy treats to fill their bellies. All treats are made fresh and do not contain any raw ingredients, unnatural sweeteners or chocolates. Some treats include natural honey. Minnie Sweetie Paws, LLC takes in consideration the sensitive tummies of each dog and therefore personalized modifications can be made to each treat.

### Contact Minnie Sweetie Paws Today!

**Online:** [www.minniessweetiepaws.com](http://www.minniessweetiepaws.com)

**Phone:** 678-870-4194

**Email:** [minniesweetiepaws14@gmail.com](mailto:minniesweetiepaws14@gmail.com)



### Meet the Owner: Jasmine Lawson

Jasmine started her own pet pastry and pupcake business from her love of dogs and baking. She states, "What better way to start a business than to combine the two things you love into one." She started the business off by selling cupcakes and cake pops for dogs off of a push cart at local events in the Atlanta area. Jasmine started her business with \$2000.00 with the support of family and her own savings. She used these start-up funds to purchase all of her licenses and a push cart.

Jasmine's decision to start her business using a push cart was a strategic one. She wanted to stand out among her competitors and present her treats in a different way than other dog pastry businesses. This allows her to travel to different locations and events so she can bring her products direct to the consumer. Jasmine stated that the push cart offers a unique convenience for her customers. She also wanted her treats to be distinctive so she developed a soft pastry texture instead of creating hard crunchy treats like her competitors. These two aspects make Minnie Sweetie Paws, LLC stand out from the other businesses in her field.

Jasmine found her way to The Edge Connection through a search on the internet to find assistance for her business. She stated that she needed more guidance and assistance with properly developing her business. Since becoming a client with The Edge Connection Jasmine has been actively working on her business to move it to the next level. She aspires to be known as the "doggy pupcake lady." She want "pawrents" of the dogs and puppies to feel comfortable giving their pets Minnie Sweetie Paws treats because they are all natural products that have no unhealthy additives.

### Minnie Sweetie Paws, LLC Vision for the Future:

"My vision for Minnie Sweetie Paws, LLC is to continue offering our mobile bakery service, eventually expanding to include food truck services. Once I have established food truck services, I plan to launch a storefront location where I can expand my line of treats."