

Charleston Cookie Company

By the 2001 Christmas season, Judith Moore, a lifetime hobby baker and former family therapist and securities trader, had tried every printed cookie recipe she could find in her quest for the perfect chocolate chip cookie. But each recipe's cookie came up short – or flat or too-sweet or boring. Judith wanted a cookie with pizzazz, so she created her own recipe, beginning with her own butter cookie dough and adding a secret ingredient.

The resulting cookie quickly developed a fan base. When Judith's son-in-law mentioned a Nashville cookie company that had recently grossed \$93 million, Judith decided to start her own cookie company based on her perfect cookie recipe.

Judith contacted the Coastal SCORE chapter for assistance with her business plan and was set up with SCORE counselor Greg Kopatch. Greg helped Judith to focus her business vision and recommended that she create a spreadsheet to produce cash flow projections for the first three years of business. Greg's guidance proved crucial to the business plan and to the financial data necessary to support it.

"I could not have accomplished this much without SCORE's help," Judith says.

Charleston Cookie Company opened in October 2003 and now sells more than six cookie varieties, with additional specialty cookies for Valentine's Day and Mother's Day. In May 2005, Charleston Cookie Company was named Business of the Year by Coastal SCORE, receiving acknowledgement for its dramatic growth and contribution to the Charleston community. Most recently, Charleston Cookie Company has entered into a partnership with Dean & DeLuca, a New York City retail and catalog gourmet food company.

Greg continues to advise Judith on her ongoing business and its structure, business management and growth.

"It's been a pleasure working with Greg, and a thrill to have all that information available to a small business, like we are, at no cost," Judith says. "Having the expertise of SCORE counselors is invaluable!"