



## COUNTRY STYLE DONUTS: SWEET BUSINESS SUCCEES

When you're looking to satisfy your sweet tooth, look no further than Country Style Donuts in Hanover Park, IL. Country Style Donuts bakes fresh, hand-cut donuts in addition to having a dazzling variety of ice creams, milkshakes, and breakfast sandwiches. Manan Joshi, the company's founder, was looking to expand his business when he first heard about the free services being offered by the Next Level Northwest (NLNW) Business Accelerator Program.

## A KNEAD FOR BUSINESS GROWTH

With fifteen years of confectionery experience, Joshi was looking to grow his production, inventory, order management, and marketing capabilities. When an employee brought the NLNW opportunity to him, Joshi reviewed the program's details on NLNW's website and got in touch with Shubhra Govind, the Director of Community and Economic Development for Hanover Park. Govind had been working with the NLNW Business Accelerator and found that Country Style Donuts fit the bill. With Govind's encouragement, Joshi signed up to make his case for why Country Style Donuts should be awarded the business accelerator's 90-day business coaching engagement at NLNW's Pitch Night for local companies.

## CONNECTING WITH A LOCAL EXPERT

When the moment came for Joshi to present his pitch, Joshi admitted he had come to find himself with a tunneled mindset – overly focused on inventory, office work, and accounting – and was struggling to take in the broader scope of his business. With his baking and business expertise, and his openness to new ideas and his willingness to implement new concepts and practices, the NLNW panel awarded Country Style Donuts a spot in the free 12-week business accelerator program.

For the accelerator program, a thorough assessment of business needs was completed to further identify the company's strengths and growth opportunities. Using the data from the business assessment, Joshi was paired with Sybil Ege, a professional business coach and the CEO and Co-Founder at The Business of Food, a business incubator specifically designed to nourish the talents of food entrepreneurs and help them flourish.

**TWO** JOBS  
CREATED

---

**23%** PROJECTED  
REVENUE  
GROWTH

AFTER COMPLETING PROGRAM

# For motivated businesses that want to **GROW TO THE NEXT LEVEL**, this is the best process.

Manan Joshi, founder of Country Style Donuts

## ROLLING IN DOUGH

Ege and Joshi worked side-by-side for the next 90 days to expand the kitchen capacity, location, and distribution of Country Style Donuts. Country Style Donuts saw an increase in revenue by 23% and shortly thereafter hired 2 new team members to ensure supply was able to keep up with customer demand. Ege was also able to help guide the company during the COVID-19 crisis. While certain expectations had to be tailored and tapered back slightly, Country Style Donuts was nevertheless able to continue on its growth trajectory throughout the crisis. Only three months after the Illinois stay-in-place order took effect, Joshi is already gearing back up for a full return to normal operations. “Even with COVID, we have not laid anybody off”, said Joshi. “This program really does help overall growth.”

Ege helped implement a social marketing strategy to boost page views, promote coupons, and increase business engagement with the local community. Country Style Donuts began offering DIY donut decorating kits to raise awareness and help keep their sales up. When state restrictions finally began to lift, Country Style Donuts found itself in a position of strength and poised for continued growth with renewed retail practices and augmented distribution methods. At the end of his company’s tenure in NLNW’s business accelerator, Joshi remarked that the program “was a phenomenal experience.” When asked what advice he would give to other companies considering applying for the NLNW program, Joshi said, “for motivated businesses that want to grow to the next level, this is the best process.”

## ABOUT NEXT LEVEL NORTHWEST

Next Level Northwest is a not-for-profit business accelerator program that supports existing local businesses. The program was founded by five Northwest Chicagoland municipalities—Elk Grove Village, Hanover Park, Hoffman Estates, Rolling Meadows, and Schaumburg—as a public-private partnership to support regional and local businesses through collaborative and innovative initiatives to help grow local economies. To learn more about Next Level Northwest or to submit an application for your company to join the next class of companies in the business accelerator program, visit [www.nextlevelnorthwest.org](http://www.nextlevelnorthwest.org).

## THE PATH TO SUCCESS STARTS HERE



To get started, visit [NextLevelNorthwest.org](http://NextLevelNorthwest.org) and/or contact your local Economic Development Director for more information.

**Josh Grodzin, CEcd**  
Elk Grove Village  
Interim Executive Director  
& Director Business  
Development and Marketing  
T: 847.357.4005  
E: [JGrodzin@elkgrove.org](mailto:JGrodzin@elkgrove.org)

**Martha H. Corner, AICP**  
Rolling Meadows  
Business Advocate  
T: 847.870.9004  
E: [cornerm@cityrm.org](mailto:cornerm@cityrm.org)

**Shubhra Govind, AICP**  
Hanover Park  
Director of Community and  
Economic Development  
T: 630.823.5781  
E: [sgovind@hpil.org](mailto:sgovind@hpil.org)

**Matt Frank**  
Schaumburg  
Director of Economic  
Development  
T: 847.923.3853  
E: [mfrank@cischaumburg.il.us](mailto:mfrank@cischaumburg.il.us)

**Kevin Kramer, CEcd**  
Hoffman Estates  
Director of Economic  
Development  
T: 847.781.2662  
E: [kevin.kramer@hoffmanestates.org](mailto:kevin.kramer@hoffmanestates.org)