

# SUCCESS STORY

## Mancini's Bakery

601 Woodward Avenue  
McKees Rocks, PA 15136

<https://mancinibakery.com>

PENNSYLVANIA

**S B D C**

Small Business  
Development Center  
Duquesne University

*Helping businesses  
start, grow, and prosper.*

### Duquesne University SBDC

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### Industry:

Commercial Bakeries

### SBDC Assistance:

Business Planning, Strategic  
Planning, Funding Options

### Year Founded:

1926

### Consultant:

Denis Olson



Since 1926, **Mancini's Bakery** has been addressing a fundamental need in Pittsburgh: providing fresh, high-quality bread to the local community. In an era dominated by mass-produced, preservative-laden loaves, Mancini's offers a solution to the growing demand for authentic, artisanal bread made from scratch daily. This unwavering commitment to freshness and quality has elevated Mancini's to iconic status in Pittsburgh, cherished by generations of residents who value tradition, superior taste, and nutritional integrity.

Mancini's is now on a path of growth for their business including facility expansion in their McKees Rock location, equipment acquisition to automate key baking processes, and focus on Customer, Sales and Marketing Excellence to drive aggressive revenue performance. This will require creative use of capital acquisition and funding options and careful planning to facilitate best-in-class execution.

In an effort to ensure success, Mancini's engaged the Duquesne SBDC to help with Business and Strategic Planning processes to identify their goals, the strategies necessary to accomplish those goals and the internal performance management systems used to monitor and evaluate progress. We worked together to complete a SWOT Analysis, Vision Development and identified (11) key Strategic Thrusts and (22) Strategic Objectives to be worked over the next 5-years to execute the plan. Project planning tools will be utilized to monitor performance and facilitated by SBDC resources. In addition, capital funding requirements will be completed in parallel to ensure progress is made across all fronts.

The ability to harmoniously blend time-honored baking traditions with contemporary convenience solidifies Mancini's position as an indispensable part of Pittsburgh's culinary landscape, ensuring that the art of exceptional breadmaking endures for generations to come. Utilizing Duquesne SBDC tools and processes in the growth planning stages of their evolution will ensure performance excellence and sustainable growth moving forward.

