

Otis SpunkMeyer

Cookie Dough Niche

In the late 1970s cookie chain store founder Ken Rawlins, wanting to remain competitive, switched from retail sales to manufacturing and supplying his pastry dough to restaurants and other food service operations who wanted to offer their customers fresh-baked cookies.

Lesson: Rawlins kept track of business trends and interpreted them, a practice that some entrepreneurs overlook, and then developed a way to stay in the same industry by serving a different market.

Reference:

<http://www.spunkmeyer.com/About-Us/Our-Story/Our-Story/>