

**Samra Alic**

Dalicia Bakery and Coffee Shop  
1419 North Third Street  
Harrisburg, PA 17102  
<http://daliciabakery.com/>  
Dauphin County

**Industry:**

Baked Goods Stores

**Year Founded:**

2016

**SBDC Assistance:**

Business Plan  
Business Consulting

**Additional Partners:**

Community First Fund

## Dalicia Bakery and Coffee Shop

*(A retail bakery with distinctly European breads and pastries in the City of Harrisburg)*



*“Martin Brill was very helpful to us in understanding the need for a business plan and how to obtain financing. We really appreciate his willingness both to listen to us and provide us with the business guidance that lead to our successful opening.”*

**-Samra Alic**

Samra Alic, currently residing in Harrisburg, PA, is a local entrepreneur and owner of Dalicia Bakery and Coffee Shop. The combination bakery and coffee shop offers European style breads and pastries in addition to salads, sandwiches and a variety of coffees. Special order cakes for all occasions are a point of differentiation for the bakery.

After working 11 years at United Concordia, Alic decided to share her passion for baking with the public by opening the bakers. She received a loan from Community First Fund after receiving business plan assistance from Martin Brill, International Program manager at the Harrisburg Office of the KU SBDC. Mary Kay Eckenrode, Director of Lending, noted that Community First Fund has a mission to support urban-based

business and woman owned businesses. The loan enabled Samra to realize her dream of opening a retail bakery with distinctly European breads and pastries in the City of Harrisburg.

Samra has extensive professional bakery experience in the US and Germany where she worked for 9 years after leaving Bosnia where she was born. Her husband Mirsad and daughter Ajla also work in the business. Samra was determined to share her passion and open a bakery, stating, "I just never give up." Samra has been welcomed by the Midtown business community and residents, having had a steady stream of customers since she opened quietly the first week of May, including Harrisburg Mayor Papenfuss. She said that the first 2 weeks she opened were "a little crazy."

While all the tasks of opening a new business can seem overwhelming, Samra said that she and her family are starting to settle into a new routine. The shop is open 7 days a week, from 8 a.m. to 7 p.m. Monday to Saturday and from 10 a.m.-4 p.m. on Sundays.

*Dalicia Bakery and Coffee Shop*