THE 7 PILLARS OF EVERY BUSINESS

Fresh Bros. is proud to offer step-by-step business solutions to help you gain a fair advantage in the hemp/cbd industry.

- Not only that, we are the only CBD company with absolutely no hidden costs of printing, labeling and co-packing.
- One low price gets you A LIFETIME OF SERVICE.

Created and Written by Danny O. | Director of Marketing for Fresh Bros.
WHAT IS AN ORG CHART AND WHY DO YOU NEED ONE?

A well-structured org chart can help streamline operations and improve decision-making. It integrates the resources in an effective manner to achieve the common vision and goal of the business.

We’ve gained our knowledge about org charts from top organizations. The executives here at Fresh Bros. hail from some top organizations such as the publishers of Rolling Stone magazine, Men’s Health magazine, Men’s Journal, and also have studied techniques from top-level producers. Top-level businesses use a structure similar to this and every business should have one. Without this, you could be doing numerous activities that have nothing to do with the forward progress of your business. **With an organization properly structured and in place, your business has the potential to be secure, effective, and massively successful.**
OWN YOUR BUSINESS LIKE A BOSS: 7 POWERFUL BUSINESS SECRETS

1. **DIRECTOR**
   This is YOU! Yes, YOU! The owner of the company, who oversees everything to make sure that everything stays on track and continues to work into your vision for the hemp and CBD business.

2. **MARKETING**
   This is one of the most essential parts of any business. This area is the first point of contact with customers and this is where they get introduced to your hemp and CBD business. Having a good first impression is super important. DID YOU KNOW that a customer makes a decision within 4 seconds of being introduced to your brand? This is where FRESH BROS comes in. We have a highly skilled and trained team of designers and marketers who can help with this aspect of your business so you can relax, knowing that your brand's visuals are in the hands of experts! The saying goes, good marketing equals good sales!

3. **SALES**
   This is where the conversion of INTERESTED LEADS that come in from marketing turn into PAYING CUSTOMERS. It's very important that you have a good, trained team of salespeople who won't "drop the ball" when it's handed to them. Therefore, implementing a proven sales system that can close anyone who's closable is very important.

4. **TREASURY**
   Taking payment is another crucial point of your business. If you can't take payment, you can't make money. Having a trustworthy and well-organized treasury/finance division is a must have for any hemp business.

5. **PRODUCTION**
   Every single business must have an exchangeable product that brings value to others. Ask yourself: What does your Hemp/CBD company make or provide? What do you exchange for profit? Does your hemp and CBD products bring value to your customers? Your main product is another important part of your business. FRESH BROS takes care of all of that for you so you don't need to worry about it. FRESH BROS provides retail ready products that are ready to be rebranded into your own, as well as wholesale products such as powders, oils, distillates, and raw materials to help you develop YOUR own line of products.

6. **QUALITY**
   We have quality control. In the beginning stages of every business, the owner is usually handling this to make sure the company is on track. But as the business grows, it's helpful to have a division dedicated to this. Whether that's with more training so that your team can be more qualified, therefore producing higher quality things, making sure your sales team matches your vision, and how you want your company presented to others, making sure that everything you put out there is of the highest quality. Whether that's gathering customer testimonials and feedback, making sure your products and marketing are top notch, making sure everyone in the company is well trained. Basically making sure that the entire business is living up to your standards. This is all under the quality control section.

7. **LEGAL**
   Any Hemp & CBD business is tough to navigate and you might not know what the legalities are. Having a legal team is embedded in the fact that legal issues are dealt with using a predictive, rather than a reactive approach. FRESH BROS has a team of skilled lawyers as part of our network who can assist and advise you about legal issues related to business and operations.
Fresh Bros will handle as many of these 7 Pillars as your business model requires. Become the true architect that your business requires or hire us to do it. You are much more than a client with us, you are a fellow entrepreneur.

WE’RE EXCITED TO HAVE YOU ON THE TEAM!
PRIVATE LABEL DESIGN

Put your own labels on any of our products or have us design them for you.
BRANDING AND
PRIVATE LABEL SAMPLES

SOCIAL MEDIA CONTENT DESIGN

PRIVATE LABEL
YOUR OWN CBD PRODUCTS
SEND US A DM FOR MORE INFO

PRIVATE LABEL
MEMBERS CLUB
CREATE YOUR
OWN SELECTED
PRODUCT COLLECTION
JOIN US
SEND US A DM FOR MORE INFO

PRIVATE LABEL
MEMBERS CLUB
DEVELOP YOUR HEMP BRAND
SEND US A DM FOR MORE INFO

PRIVATE LABEL
MEMBERS CLUB
GET IMMEDIATE ACCESS
to all the tools you need to successfully execute
YOUR brand.
SEND US A DM FOR MORE INFO

LOGO DESIGN

THE HEMPIRE LLC

HOUSE OF TREES
CBD COFFEE SHOP

KURACANA

GREEN LEAF
HEALTHCARE

VIXEN GAL

SOLO EXTRACTS

CHRONIC
LADY

GREEN LEAF
BRANDING AND PRIVATE LABEL SAMPLES

MARKETING & MERCHANDISE DESIGN

TESTIMONIALS

If you want real marketing that works and effective implementation - Fresh Bros has got you covered. I would also like to say thank you to all the team members. It’s all good.

IVONNE R.

Fresh Bros did an amazing job with the designs for my first product collection. Not only did it look professional, it was perfectly personalized for my business to the core, from formulation up to branding. I really appreciate that they even shared some business tips to help me ride along along the industry’s wave.

RENARD H.

I would like to personally thank you for your outstanding help. I am really satisfied with my new product labels and company merchandise. We’re planning to launch a new line of hemp products soon, so I will definitely reach out again.

JACK F.
BULK/RETAIL PRODUCT AND FORMULATIONS

BULK AND WHOLESALE PRODUCTS

RETAIL READY PRODUCTS
THE ONE STOP SHOP FOR YOU HEMP BUSINESS NEEDS

FRESH BROS is here to help you with EVERYTHING YOU NEED FOR YOUR HEMP BUSINESS.

CUSTOM FORMULATIONS

We can offer you an option to create a custom uniform formulation specifically made just for your brand. We get it exact and precise which guarantees your products’ quality and consistency. Each formulations will also have its own custom CoA (Cannabis Certificate of Analysis) that certifies all formulations are lab tested, safe, and approved for commercial distribution.

FREE PRINT SERVICES FOR YOUR CUSTOM LABEL DESIGNS

If you come to FreshBros for product packaging design (e.g. labels, boxes), all printing services will be absolutely FREE! Printing of the labels, putting the labels on the products and boxes will be all free! All you need is to do is pay for the design, product and shipping!
NEED HELP ESTABLISHING ANY OF THESE 7 PILLARS FOR YOUR BUSINESS?

SET UP A PHONE CONSULTATION WITH OUR EXPERT
QUICK. FREE. NO COMMITMENT.
We care about you! We’ll get to know your business first and give you solutions that work for your unique needs.

CLICK TO SET AN APPOINTMENT NOW

1-833-377-4276
markets@freshbros.com

With these 7 business components in place and running smoothly, any business can be successful. FRESH BROS are experts in many of these divisions and can help you get started.