



**FC Global Strategies LLC**

[www.fcglobalstrategies.com](http://www.fcglobalstrategies.com)



### **Programs and Services for Ancillary Businesses Focused on Sales or Services for Cannabis, Hemp, and CBD Businesses**

There are tremendous opportunities for ancillary or “pick and shovel” businesses.

Ancillary services and product companies often may have greater growth prospects than businesses that “touch the plant.”

But, it’s often a challenge due to the new and fast-moving industry to develop and implement an appropriate marketing and sales strategy.

FC Global’s services for ancillary businesses include:

- Marketing analysis
- Product or service marketing strategies
- Development of a sales strategy to target appropriate cannabis, hemp, and/or CBD businesses.



# **PROGRAMS AND SERVICES FOR THE CANNABIS, HEMP AND CBD INDUSTRIES**

*Enabling entrepreneurial companies in the world’s fastest growing legal industries grow and prosper.*

## **Programs and Services for Cannabis and Hemp Growers, Extractors, Edible and CBD Product Manufacturers, and Retailers**

- Development and/or evaluation of business models.
- Determination of appropriate corporate structure.
- Development and implementation regarding a merger, acquisition, or strategic alliance strategy.
- Development of corporate finance and capital raising strategies.
- Business intelligence regarding current market trends and implications of current and potentially future competition.
- Insight into the likely changes and future of federal and state laws and regulations and the implications for businesses.
- Assistance with product development including formulation.
- Likely trends and ramifications of product testing, quality control and labeling.
- Development of marketing strategies in an increasing competitive and complex marketplace.
- Business intelligence regarding “what is working and what is not working” in the industry and other geographical markets.
- Sales education for company sales teams, distributors, brokers and budtenders.
- **For Consumer Packaged Goods (CPGs) manufacturers of hemp or CBD food, beverage, or nutritional supplements:**
  - \* Assistance with product development and formulation
  - \* Ongoing evaluation of the likely legal and regulatory changes affecting the manufacture and sales of CPG products, focused on the USDA, FDA, DEA, and FTC.
  - \* Assistance with current and likely product labeling requirements
  - \* Product branding, marketing, and sales strategies including product launches.



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*Some services are provided through Phyto Intel LLC and Growth Advisory Group LLC.*