



Cultivating Growth Companies

G R O W F L . c o m

Company Case Study

Florida Supplement

President: Doug Brown

Employees: 55
Location: Southeast Florida (Broward County)
Website: www.floridasupplement.com
Product/Services: Contract manufacturing and packaging of nutraceutical supplements

Company Background: Since its founding in 1995, Florida Supplement has manufactured and packaged nutritional supplement products for a variety of clients including health food, grocery and drug stores, mass merchandisers, network marketing firms and Internet retailers. Florida Supplement President Doug Brown sought out the GrowFL program to learn from the experiences of his CEO peers and gain technical expertise to help him grow his business.

The Florida Supplement GrowFL Experience

As a small business owner, Doug didn't have an outlet in which he could express ideas and concerns about his business. When he learned about the GrowFL CEO roundtable program, he saw it as an opportunity to have an informal sounding board that he could bounce ideas off of and learn from his fellow CEOs. Doug says he has made better business decisions because of his interactions with the CEOs in his roundtable group.

After participating in the CEO roundtables, Doug became involved in the Technical Assistance program of GrowFL, which he says provided him the resources he needed to define and refine his business' strategy. He received a wealth of information that helped him guide his long-term strategy and grow the company's short-term sales.

The GrowFL economic gardening team provided Doug with a list of sales leads which saved him the effort of finding and qualifying the potential customers himself. He says this was invaluable because this, and other services provided by GrowFL, would have cost him a lot of time and money to research himself.

As Florida Supplement grew, Doug faced a new challenge in his business. Growing from a small to a medium-sized business with a new middle management team created new challenges for running the company. The CEO roundtable group helped Doug deal with these new challenges by hearing the similar experiences and advice of his peers.

Overall, Doug credits the GrowFL program with helping him dramatically grow his business in an uncertain economic environment and doing so with a much lower level of risk than he would have had on his own. Florida Supplement also benefited from the low interest Economic Gardening Loan administered by the Black Business Investment Fund. With this additional capital, Doug was able to enact the strategies and advice he received from the technical assistance team of the GrowFL program.

Doug is now preparing for a second engagement with the GrowFL Technical Assistance team and continues to participate in CEO roundtables. Over the last year, Florida Supplement has grown its sales 80 percent and more than doubled its staff by 31 employees, partially due to the GrowFL program. Doug's goal is to continue to grow Florida Supplement more than 50 percent per year with the help of the resources and strategies he received from GrowFL.