



Case Study

The Tea Guys

CHALLENGE

Tea Guys creates gourmet tea, offering an exotic, exceptional taste and sensory experience. This is no ordinary tea. It is blended daily from premium ingredients from around the world and imparts a layered and lingering sensation not found in any other beverage. However, convincing investors and banks that this product was not a commodity in the same category as Lipton, Salada and the like was not an easy task.

After approaching several traditional investors and lenders to help create a breakout national brand, owners Oliver and Emily Rich met with the Vann Group. Believing that the gourmet tea market was about to explode in an, “as goes coffee, so goes tea” fashion, Mike Vann began working with the Tea Guys to create a strategic success plan to guide Oliver and Emily on their quest to unlock the value of their business and reach their goals.

SOLUTION

“While our plan is still a work in progress,” said Oliver Rich, “we can already see a very clear difference in the Vann Group’s approach, and we’re excited about where we are headed.”

According to Oliver, one of the biggest differences between the Vann Group and other business advisors is that the Vann Group builds a plan that is grounded on the core values and unique assets of the business, while others focus solely on the numbers.

“It feels like we are building a plan that is more grounded in reality and will therefore be more successful,” said Oliver.

Another difference is the process, which is designed to simplify things by making clear what needs to be done and more importantly, what pieces can be taken out of the equation. “The exercises that Mike has taken us through have helped us see some results already as we’re continuing to build the plan. His process is quite effective at clarifying and simplifying strategy.”

RESULT

According to Emily, “we know that building a business isn’t easy, but we are optimistic about our future. Working with the Vann Group feels right because Mike and Kevin are so knowledgeable and experienced. They believe in the potential of our business and we believe they can help us.”

“The Vann Group’s process is quite effective at clarifying and simplifying our strategy.”
-*Oliver Rich*”