

Flourish



PHARMER'S MARKET

CASE STUDY

OVERVIEW

Established in 2016, Pharmer's Market was one of the first recreationally licensed wholesalers in Oregon distributing cannabis flower and branded products across the state. Pharmer's Market has grown to include two warehouses and one of the largest fleets in the state. They are known to have a great reputation for flower, top brands, reliability, and customer satisfaction.

Before Flourish Pharmer's used Viridian Sciences to manage inventory, Leaflink to manage sales, Quickbooks Online for accounting, and METRC for compliance.

CHALLENGES

- Their tech stack didn't integrate with one another
- Gathering data for reports was cumbersome and not reliable

SOLUTIONS & GOALS

Bringing Pharmer's Market online with multiple Flourish services to have a central, unified view that added control to the operation across all systems which resulted in:

- Less time sifting through data to find the real numbers
- Less time performing manual data entry
- More time to focus on scaling their distribution network
- **Increase brand accounts**

SCALING

Orders come from Leaflink then Flourish routes them to the appropriate warehouse for fulfillment. Status is updated as orders are packed and shipped.

- Real-time inventory menus
- Multi-page LeafLink integration and multi-warehouse order routing
- Strengthen brand partnerships by delivering full transparency and increased sales

RESULTS

- Standardizing the item master and operating procedures to expand brand accounts
- Streamlining warehouse and fulfillment processes
- **30+ hours saved per week for the operations and sales teams by eliminating double/triple data entry**
- **0% of orders are oversold**
- **Increased brand accounts by 70%**

GROWTH

The team at Flourish strives to make tools that make compliance, operations, and sales easier for our clients. We would love to learn about your unique cannabis business and chat about ways we can save you time and increase your profitability.

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