Directory of Tea Superconnectors

AFFILIATION

Zen's Tea House

NAME

Fernando Lopez

EMAIL

Fernando@zenstea.com

PROFILE PHOTO

- Fernando-Cafe-copy.jpg

HERE IS WHAT MOST INTERESTS ME IN TEA...

Business is my favorite cup of tea. I am fascinated by the romantic, international, geopolitical, and historical impact of tea on business. Tea is a commodity that nations went to war over and today it is still an item that keeps communities employed and protected. Tea is more than a beverage that posses both flavor and health but a cherished tradition rooted in culture and economic stability. I love tea but more than tea I love business.
Since 2012 I have built and run my own tea company and by God's provision I have been able to grow to multiple location in the Los Angeles California. I have had a dozen employees launch their own tea businesses, all of them with employees and a few have their own brick and mortar locations. As much as I would like reach many more customers directly through my own brand, I have found the greater need is through the development of tea companies that are owned and operated by other tea entrepreneurs. My company has built an onboarding process that makes starting a tea business and most importantly, GENERATING A PROFIT, simple and easy to scale.

We can talk about the harvest and the flavors of tea but I love talking about the economics of tea.

I believe that one of the greatest things I can offer the tea community is being a resource of business connections and tough lessons learned. Through YouTube tutorials and videos on Social Media I share some of the best business practices to sell directly to customers, how to hire and train employees and how to expand. Some of the topics I enjoy most about tea is Leadership – as a US Military Veteran turned Entrepreneur I can not stress enough the importance of leadership.
Branding & Business Development – from selecting a business name to crafting a logo, my team provides the tools to build a strong brand. Franchising – assistance corporate structuring, ensuring compliance and smooth operations.
Business Plans – we can help you create a comprehensive business plan with a focus on cash

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flow and profit building.
Tea Sales & Executing Marketing Strategies is what I do for a living.

Of coarse I want to make more sales and grow profits but that is because in business if there is no profit then it is only a matter of time until you are out of business. If you want to see more tea businesses in America then let's connect.

SUPPLY CHAIN DISRUPTIONS & GEOPOLITICAL INSTABILITY

I believe that Supply Chain Disruptions & Geopolitical Instability has historically has been the biggest threat to the tea industry.

MY MAIN INTERESTS

• Leveraging digital technologies, including blockchain and artificial intelligence, to enhance transparency and efficiency.
• Marketing, brand building, practical experience in retail and wholesale, import and export and logistics.

MY TRAINING AND EDUCATION (LINKEDIN PROFILE OR WEBSITE URL)

https://zensteahouse.com/

CONTACT EMAIL

Fernando@zenstea.com

PHONE

(833) 936-7832 Press 3 to be transferred to my office.

OPTIONAL: UPLOAD AN EXAMPLE OF COLLABORATIONS THAT DEMONSTRATE YOUR ROLE AS FACILITATOR.

• Fernando-Dan-Bolton.PNG

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