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Your Company

123 Your Street
Your City, ST 12345
(123) 456-7890

Project Name

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Section 1: Overview

Mission Statement, Vision, & Core Values

Mission Statement:

Vision:

Core Values:

Principals

Add Bios

Business Location

Site and Floor Plan

Section 2: Operations

Hours of Operation

Operating Budget

Include: amount of employees/pay rates, insurances, rent, utilities, product, advertising,

Hiring and Staffing Plan

Odor Management Plan

Construction Budget

Security Plan

Inventory Control

-POS software/program

Supply Chain Plan

- Supply chain access and strategy

Products & Services

Customers & Pricing

Section 3: The Market

Competitive Landscape

Competitive Advantages

Section 4: SWOT Analysis

Strengths:

Weakness: (Gaps)

Opportunities

Threats:

SECTION 5: Community Benefits

SECTION 6: Marketing Plan and Branding

Keep in mind that many marketing channels are not available to cannabis businesses

SECTION 7: Strategic Plan (3 year plan)