Beachside Health & Wellness Center Business Plan

Management for dispensary, cultivation, manufacturing
Compliant with Proposition 215, SB 420, AB 243

Medical Marijuana Dispensary Business Plan – Executive Summary

Beachside Health and Wellness Center Medical Marijuana Dispensary Store will be located in Grover Beach, California, U.S. We are in the process of leasing a suitable facility and acquiring a property once the property is put up for sale.

The facility is well positioned and it matches the ideal picture of a community dispensary store.

Beachside Health and Wellness Center Medical Marijuana Dispensary Store will be involved in the retailing of medical marijuana and in future other prescription drugs and over-the-counter drugs once we are able to secure the required license. We will also be involved in the sale of beauty products, cosmetic, postcards (greeting cards), convenience foods and other related products.

We are in medical marijuana dispensary business to retail medical marijuana as permitted by the law in California to our customers at the lowest prices they can get anywhere in the United States of America. Our employees are well trained and qualified to handle the wide range of customers that we are positioned to serve. We will engage in the sale of prescriptions at reduced prices both at the counter and online orders.

Marijuana Stores industry has experienced an exponential growth of 34.2% for the years between 2010 and 2015. The industry has revenue of $4 billion, with 5,169 businesses employing 74,222 people. Only 23 states and the District of Columbia have laws that permit the use of medical marijuana. 8 of the 23 states, where medical cannabis is legal do not have any dispensaries.

In 2014, more than 1.5 million shoppers purchased legal marijuana from a dispensary, either recreational or medical. Five states have marijuana markets that are larger than $100 million. Colorado and Washington were the first states to open retail marijuana shops in the United States, and had a combined consumer that purchased marijuana products worth $370 million from 2014.

Marijuana food products is on the rise and is forecasted the hottest movements in the specialty food industry. Various retailers already offer pot-infused pastries, candies and other food items, as producers continue to play a larger role within the billion dollar specialty food industry.

Beachside Health and Wellness Medical Marijuana Dispensary Store plans to operate a 24

hours 7 days a week dispensary store. We are in business to service both walk – in customers and mail order customers and shipping provisions are in process to be finalized. Our work force is going to be well trained to operate within the framework of our company's corporate culture and also to meet the needs of all our customers.

Beachside Health and Wellness Center Medical Marijuana Dispensary Store will ensure that all our customers are given first class treatment whenever they visit our store. We have a CRM software that will enable us manage a one on one relationship with our customers no matter how large the numbers of our customers' base grows.

Beachside Health and Wellness Medical Marijuana Dispensary Store is a family business that is owned and managed by Sheldon Moseley and Family. Mr. Sheldon Moseley is going to be the Chief Executive Officer of the business; he has well over 12 years of experience working in agriculture, aquaculture, aeroponics, horticulture, energy conservation, water efficiency, and has researched the new techniques of cultivation and harvesting.

- **Our Products**

Aside from the dispensary of medical marijuana which is our core products, Beachside Health and Wellness Medical Marijuana Dispensary Store will in future also retail a wide range of brands to customers who are based in San Luis Obispo County, California and every other city where our outlets will be opened in the future. Beachside Health Center will offer research, health literature, seminars, workshops, Medical Cannabis Flowers, Edibles, Concentrates, Tinctures, Vapors, Transdermal creams, Clones, Consultation, Personal herbal remedies recipes, Oils, CBD oil, Low THC/ high CBD strains and products. Delivery service is available for all products. We will also engage in the sale of beauty products, cosmetic, postcards, convenience foods and other related products (small scale medical equipment / instruments et al).

Beachside Health and Wellness Center will host various Medical cannabis expos and events that will allow patients to try different brands and educate each other about what has been working to help patients. Also, medical cannabis expos will provide information about new technology that produces high quality medicine. Only members accepted with valid doctor's recommendation and valid California ID.

Beachside Health and Wellness Center Cannabis Dispensary shall not allow the following:

1. persons engaging in conduct that endangers others or causes a public nuisance;

2. persons using cannabis for non-medical purposes; or

3. any activity relating to the cultivation, distribution or consumption of cannabis that is otherwise illegal and not permitted by state law.

Beachside Health Center wants to maintain a good reputation by cleaning up the area and not allowing any non-permissible use of the environment, land or buildings as limited by zoning areas of the City as so designated in the General Plan.

Security

The store will have a licensed armed guard during business hours. The guard will be required to maintain interior and exterior areas regularly. Signs will be posted indicating that no loitering will be allowed. The store will have video surveillance at entrance and inside. An alarm system at doors and windows will be maintained. Security fire-proof safes will be bolted to the floor.

Cultivation

All Cultivation processes will strictly adhere to AB243 laws. Cultivation will be done by members and will have low environmental impact. Organic quality, with organic pesticides and fungicides, low water usage, no toxic waste will be permitted, compost all waste material, recycle all plastic, indoor lighting will use solar and flex fuel as much as possible. Environmental impact report available upon request.

Processing

All of the medical cannabis produced will be tested at a third party lab testing facility for any contaminates. Anything contaminated will be disposed. After testing, the medicine will be packaged and labeled with test results and warning labels. Medicines will also be packaged in child safe containers.

Membership

Each member will need to have a doctor recommendation verified and present a valid California ID. The Beachside Health Center intake clerk will call the prescribing doctor to verify recommendation while the patient waits in a separate waiting room. The clerk will also check ID for validity. Each member will sign a membership form and the store will maintain copies of members' records in a safe. After membership intake is done, the member will receive a membership ID number.
Membership records will be kept in hard copy and digital copy format, or any other secure and safe way of maintaining documents.

Minors under the age of 18 will NOT be allowed on the property unless they have both a doctor's recommendation AND have their parent/guardian present.

- **Our Vision Statement**

Our vision is to become the largest medical marijuana dispensary store in the whole of California and also amongst the top 5 leading medical marijuana dispensary stores in the United States of America.

- **Our Mission Statement**

Our mission is to establish a first class medical marijuana dispensary store that will not only retail medical marijuana but also make available a wide range of generic and branded health products at affordable prices to the residents of Grover Beach and other Cities in San Luis Obispo County, California.

Business Structure

Beachside Health and Wellness Center Medical Marijuana Dispensary Store is a business that will be built on a solid foundation. From the outset, we have decided to recruit only qualified people to man various job positions in our organization. We are quite aware of the rules and regulations governing the medical marijuana dispensary, which is why we decided to recruit experienced and qualify employees as foundational staff of the organization. We hope to leverage on their expertise to build our business brand to be well accepted throughout California and the United States.

When hiring, we will look out for applicants that are not just qualified and experienced, but honest, customer centric and are ready to work to help us build a prosperous business that

will benefit all the stake holders (the owners, workforce, and customers) in the future. As a matter of fact, incentive programs will be made available to all our management staff and it will be based on their performance for a period of three years or more.

These are the positions that will be available at Beachside Health and Wellness Center Medical Marijuana Dispensary Store;

- CEO (owner, superintendent of cultivation and supervising packaging / labeling)
- Merchandize Manager
- Product technician (3)
- Information Technologist (Contract)
- Sales agents (3)
- Cashier (Counter Agent).
- Cleaners

Roles and Responsibilities

Chief Executive Officer – CEO:

- Responsible for providing direction for the business
- Creating, communicating, and implementing the organization's vision, mission, and overall direction – i.e. leading the development and implementation of the overall organization's strategy.
- Responsible for fixing prices and signing business deals
- Responsible for recruitment
- Responsible for payment of salaries
- Responsible for signing checks and documents on behalf of the company
- Evaluates the success of the organization

Manager:

- Responsible for managing the daily activities in the company (dispensary store)
- providing advice about health issues, symptoms and medications in response to customer enquiries
- Responsible for recruiting, training and managing staff
- Responsible for processing prescriptions and dispensing medication
- Responsible for ordering, selling and controlling medicines and other stock

- Responsible for meeting medical representatives
- Responsible for managing the organizations' budgets
- Responsible for keeping statistical and financial records
- Responsible for preparing publicity materials and displays
- Handle marketing services
- Interfaces with third – party providers (vendors)
- Control the sales floor inventory
- Supervise the entire sales staff and workforce
- Handle any other duty as assigned by the CEO

Merchandise Manager

- Manage vendor relations, market visits, and the ongoing education and development of the organizations' buying teams
- Helps to ensure consistent quality of medicine and products on our rack
- Responsible for the purchase of goods and products for the organization
- Responsible for planning sales, monitoring inventory, selecting the merchandise, and writing and pricing orders to vendors
- Ensures that the organization operates within stipulated budget.

Technician

- Ensures that the store facility is in tip top shape and conducive enough to welcome customers (This includes turning on equipment such as computers, scales, printers and fax machines)
- Ensures that goods and products are properly arranged
- Responsible for processing prescriptions
- Responsible for sterilizing the counter tops, scales, pill counting trays, and other medication measuring devices.
- Handles administrative and bookkeeping tasks, inventory control, stocking shelves, and data entry
- Performs monthly inventory counts, file paperwork, and stock inventory
- Handle any other duty as assigned by the floor manager (Pharmacist)

Sales Agents

- Manages external research and coordinates all the internal sources of information to

retain the organizations' best customers and attract new ones

- Models demographic information and analyzes the volumes of transactional data generated by customer purchases
- Sources for clients for the company
- Responsible for promoting the company's image
- Responsible for creating marketing and sales strategies, etc.
- Represents the organization in some strategic business meetings
- Handles any other duty as assigned by the floor manager

Information Analyst

- Manages the organization website
- Handles ecommerce aspect of the business
- Responsible for installing and maintenance of computer software and hardware for the organization
- Manages logistics and supply chain software, Web servers, e-commerce software and POS (point of sale) systems
- Manages the organization's CCTV
- Handles any other technological and IT related duties.

Cashier (Counter Agent):

- Receives payments on behalf of the organization
- Issues receipt to customers
- Prepares financial report at the end of every working week
- Handles financial transaction on behalf of the company
- Interfaces with our bankers
- Responsible for payment of tax, levies and utility bills
- Handles any other duty as assigned by the floor manager (Pharmacist)

Cleaners:

- Responsible for cleaning the store facility at all times
- Ensures that toiletries and supplies don't run out of stock
- Cleans both the interior and exterior of the pharmacy facility
- Handles any other duty as assigned by the floor manager (Pharmacist)

Medical Marijuana Dispensary Business Plan – Analysis

Beachside Health and Wellness Center Medical Marijuana Dispensary Store is not looking forward to operate a ordinary medical marijuana dispensary, but we want to become the biggest medical marijuana dispensary store in California. We want our dispensary store to be the number one choice of all residents in San Luis Obispo County, California. We know that if we are going to achieve the goals that we have set for our business, then we must ensure that we build our business on a solid foundation. We must ensure that we follow due process in setting up our dispensary store.

Despite the fact that our CEO (owner) has a robust experience in cannabis cultivation, processing business and medical research, we still went ahead to hire the services of business consultants that are specialized in setting up new businesses to help our organization conduct detailed Strength, Weakness, Opportunity, Threat (SWOT) analysis and to also provide professional support in helping us structure our business.

This is the summary of the SWOT analysis that was conducted for Beachside Health and Wellness Center Medical Marijuana Dispensary Store;

- **Strength:**

Our location, the business model we will be operating on (physical store and online store), opening 24 hours daily and 7 days in a week, multiple payment options, well – packaged medical marijuana, wide range of cannabis products, home delivery services and our excellent customer service culture will definitely count as a strong strength for us.

- **Weakness:**

Our perceived weakness is the fact that we are just starting out and we may not have the required finance to sustain the kind of publicity that we intend giving the business.

- **Opportunities:**

The opportunities that are available to medical marijuana dispensary business are unlimited and we are going to position our business to make the best out of the opportunities that will be available to us in Grover Beach, San Luis Obispo County, California.

- **Threat:**

Just like any other retail business, one of the major threats that we are likely going to face is economic downturn and unfavorable government policies (healthcare reform). It is a fact that economic downturn affects purchasing power. Another threat that may likely confront us is the arrival of a new and bigger / well established medical marijuana brand in same location where our outlet is located.

Medical Marijuana Dispensary Business Plan – MARKET ANALYSIS

- **Market Trends**

The market trend in retail pharmacy industry of which medical marijuana dispensary business falls under is directly influenced by a country's healthcare reform policies. The fact that the pharmaceutical industry is highly regulated means that any entrepreneur who wants to run a medical marijuana dispensary business must be ready to play by the book or they will be booted out of business.

Loads of other factors influences the market trend in the industry and it is normal to see bigger medical marijuana dispensary stores become retail pharmacy stores (especially those with chains of outlets) weathering the storm whenever there are major shaking in the industry. In essence, the easiest way to build a solid and highly profitable medical marijuana dispensary business become retail pharmacy business is to engage in opening various outlets in key cities around the U.S.

No doubt the industry will continue to grow and become more profitable because the aging baby-boomer generation in Unites States is expected to drive increasing demand for medical marijuana and prescription drugs.

Medical marijuana dispensary stores cum retail pharmacies are now making use of technology to effectively manage their business by plugging financial leakages which happens to be one of the biggest challenges that retail businesses faces. The use of technology, i.e. CRM software et al is very effective in helping retail businesses manage their clientele base.

- **Our Target Market**

Beachside Health and Wellness Center Medical Marijuana Dispensary Store is in business to service a wide range of customers in San Luis Obispo County. We will ensure that we target self – pay customers, mail order customers, and walk in customers.

Generally, those who need medical marijuana ranges from those with severe pain, insomnia, anxiety, glaucoma, HIV/AIDS, epilepsy, nausea, cancer, and any other ailment that the physician deems that the use of the medical marijuana is fit for.

The fact that we are going to open our doors to a wide range of customers does not in any way stop us from demanding and screening prescriptions as required by the law. Our staff is trained to effectively service our customers and still play by the rules governing the industry.

Our customers can be categorized into the following;

- Households
- Corporate Executives
- Business People
- Elderly people
- Expectant Mothers
- Sports Men and Women
- Students
- Middle aged people – who are usually working stressed from work and may have insomnia.
- The aged who might suffer from severe joint pains and every other age categories who falls under the conditions listed by the physician.

Our Competitive Advantage

In every business there is competition, however, this competition means that you have been handed a passport to try your best in seeing that you are still visible on the business radar at all times. This is so that we can make our own business work out and so that we can as well compete favorably with others. The retail pharmacy industry is known to be highly competitive in the U.S and in most parts of the world. The industry is growing and there are alternative ways through which clients / patients can get their medications / prescriptions /

drugs. There are alternative provides like mail-order firms, grocery chains, mass merchants and dollar stores; these are the real competitors in the industry. These competitors ensure that they do all that lies within their powers to gain favorable market share of the available market in any given region.

In this industry, most of the competitive dynamics center around the quality of cannabis dispensed, the service offered, the location where the dispensary is at, discounts offered for the products, and to some extent the brand of the business plays a huge role. Even though competition is stiff especially from the big, well-backed enterprises, smaller enterprises can still get their fair share of the market, if they stay true to the competitive dynamics.

It is a fact that small medical marijuana dispensaries / retail pharmacy store will always struggle with larger medical marijuana dispensaries / pharmacy chains when it comes to pricing power and brand recognition which is why smaller retail pharmacy store always go out of their way to deliver excellent customer service. It is through top notch customer service that they can secure a fair share of the available market.

Smaller retail pharmacies ensure that each order carries a printout. The printout accompany the medications providing directions on how patient are expected to take the medications, other drugs that should be avoided concurrently, and other useful information.

Beachside Health and Wellness Center Medical Marijuana Dispensary Store is coming into the market well prepared to favorably compete in the industry. Our store is well positioned and visible, we have enough parking space with good security. Our management staff is well groomed in retail pharmacy and all our employees are trained to provide customized customer service to all our clients.

We are going to be one of the few medical marijuana dispensary stores in San Luis Obispo County that will be open 24 hours a week and 7 days a week. We have enough staff that is ready to run a shift system.

At Beachside Health and Wellness Center Medical Marijuana Dispensary Store, we will ensure that we have a wide range of cannabis products. We will also be involved in the sale of beauty products, cosmetic, health literature, and other related products) available in our store at all times. It will be difficult for customers to visit our store and not see the product that they are looking for. One of our business goals is to make our medical marijuana dispensary store a one stop shop.

Dispensary Interior Design

Here are six examples existing dispensaries interior designs. We want each member of the collective to feel comfortable from the moment one enters the premises and through every step of the process. We also want the patient member to have a knowledgable staff and time to make decisions fit each member's individual and specific needs.