


BUSINESS PLAN [YEAR]




Dispensary

We're With The Marijuana.

 John Doe

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1.

Executive Summary

Products & Services

Mission Statement

Vision Statement

Competition

Keys to Success

Financial Summary

Financing Needed



REMEMBER

Before you think about how to start a Marijuana Dispensary services business, you must create a detailed Marijuana Dispensary services business plan. It will not only guide you in the initial phases of your startup but will also help you later on.

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TIP

Maxwell Medical Marijuana Dispensary Store will be located in one of the busiest streets in Detroit - Michigan, the U.S. We have been able to lease a facility for 5 years with the option of acquiring the property once the property is put up for sale.

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Products & Services



TIP

Maxwell Medical Marijuana Dispensary Store will be involved in the retailing of medical marijuana and in the 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, cosmetics, postcards (greeting cards), convenience foods, and other related products.

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Mission Statement



TIP

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 prescription drugs from top pharmaceutical manufacturing brands at affordable prices to the residence of Detroit and other cities in Michigan.

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Vision Statement



TIP

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

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Competition



TIP

We have a lot of competition. In Eugene OR there are 28 recreational marijuana shops, five medical marijuana dispensaries, and two shops selling recreational and medical marijuana. They are all situated downtown where the city has said that it is legal to have the shop. They have a similar look and a similar staff. They also have an unreliable source of

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Keys to Success



TIP

Our keys to success are:

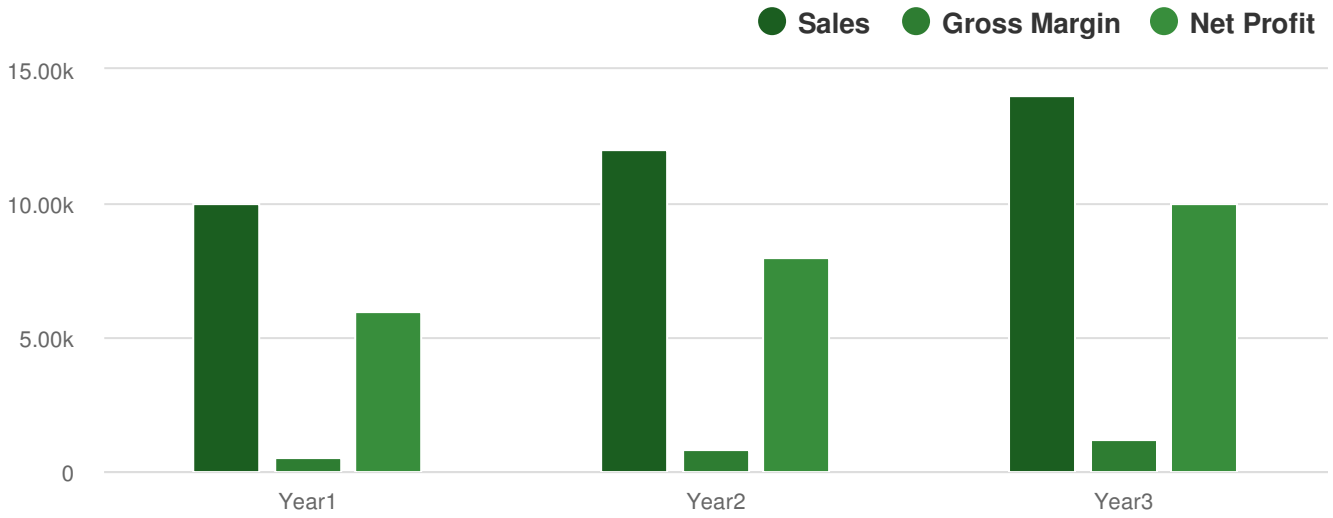
- name and brand recognition
- reliable inventory. We always have the product

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Financial Summary

3 Year profit forecast



TIP

Financial Summary

Year 1

Year 2

Year 3

Revenue

\$965,742

\$1,878,611

\$2,718,300

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Financing Needed



TIP

We're projecting an estimated \$120,000 owner investment needed to finance this business through its early stages. That's not counting some lower-than-normal salaries as well, during the first year.

What we're financing includes the fixed assets for s

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2.

Company Summary

Business Structure

Team

Startup summary



TIP

Maxwell Medical Marijuana Dispensary Store is a family business that is owned and managed by John Moore and their Family. Mrs. John Moore is going to be the Chief Executive Officer of the business; she has a first Degree in Pharmacy and an MBA from Harvard University. She has well over 12 years of experience working as a pharmacist and medical

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Business Structure



TIP

Maxwell 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 pharmaceutical industry of which a medical marijuana dispensary falls under which is w

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Team



TIP

For this initial time frame at least, this is an owner-operated business with additional salaried help from a security guard and a second expert. We may need part-time help as we grow. The plan includes some additional spending on salary later on.

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Management Team

Start writing here...



TIP

	Year1	Year2	Year3
GEO (0.92)	\$27,000	\$65,000	\$80,000
Security Guard (0.80)	\$18,000	\$24,000	\$24,000

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Personnel Table

Start writing here...

Startup summary

Startup cost



Cost distribution

Amount

Expenses	50000
-----------------	-------

Assets	80000
---------------	-------

Investment	35000
-------------------	-------

Start-up Expenses	Amount
Legal	\$75,500
Consultants	\$0
Insurance	\$62,750
Rent	\$22,500
Research and Development	\$42,750
Expensed Equipment	\$42,750
Signs	\$1,250
TOTAL START-UP EXPENSES	\$247,500
Start-up Assets	\$0
Cash Required	\$322,500
Start-up Inventory	\$52,625
Other Current Assets	\$222,500
Long-term Assets	\$125,000

Start-up Expenses	Amount
TOTAL ASSETS	\$121,875
Total Requirements	\$245,000
START-UP FUNDING	\$0
START-UP FUNDING	\$273,125
Start-up Expenses to Fund	\$121,875
Start-up Assets to Fund	\$195,000
TOTAL FUNDING REQUIRED	\$0
Assets	\$203,125
Non-cash Assets from Start-up	\$118,750
Cash Requirements from Start-up	\$0
Additional Cash Raised	\$118,750
Cash Balance on Starting Date	\$121,875
TOTAL ASSETS	\$0
Liabilities and Capital	\$0
Liabilities	\$0
Current Borrowing	\$0
Long-term Liabilities	\$0
Accounts Payable (Outstanding Bills)	\$0
Other Current Liabilities (interest-free)	\$0
TOTAL LIABILITIES	\$0
Capital	\$0
Planned Investment	\$0
Investor 1	\$312,500
Investor 2	\$0
Other	\$0
Additional Investment Requirement	\$0
TOTAL PLANNED INVESTMENT	\$695,000
Loss at Start-up (Start-up Expenses)	\$313,125
TOTAL CAPITAL	\$221,875

Start-up Expenses	Amount
TOTAL CAPITAL AND LIABILITIES	\$221,875
Total Funding	\$265,000

3.

Products and services



TIP

Aside from the dispensary of medical marijuana which is our core product, Maxwell Medical Marijuana Dispensary Store will in future also retail a wide range of prescription drugs from different manufacturing brands to customers who are based in Detroit Michigan, and every other city where our outlets will be opened.

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4.

Market Analysis

Market Trends

Target Market



REMEMBER

The most important component of an effective Marijuana Dispensary services business plan is its accurate marketing analysis. If you are starting on a smaller scale, you can do marketing analysis yourself by taking help from this Marijuana Dispensary services business plan sample or other Marijuana Dispensary services business plans available online

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Market Trends



TIP

The market trend in the retail pharmacy industry under 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 b

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Target Market



TIP

Maxwell Medical Marijuana Dispensary Store is in business to service a wide range of customers in Baltimore, Maryland. We will ensure that we target self-pay customers (who do not have drug plans), mail order customers, and walk-in customers, and what have you.

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5.

Strategy & Implementations

Sales Plan

Marketing Plan

Pricing Strategy

Milestones & Metrics



REMEMBER

After identifying the market demand, market trends, and the potential customers of the startup, the next step is to define an effective strategy for attracting those customers. Like marketing analysis, sales strategy is also an important component of a Marijuana Dispensary services business startup and must be properly planned before you think about sta

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Sales Plan



TIP

Our Sales plan is:

- We will have a website and a blog to promote customer knowledge
- We will be members of example.com as well as

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Marketing Plan



TIP

Pot's image problem has since begun to fade, especially in states like Michigan and Colorado. Two more states, Oregon and Alaska, have legalized the recreational use of marijuana, and several others may soon have the opportunity to join them. But the people who sell the drug are facing a predicament. In a legal market, cannabis—the plant

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TIP

We will join the conversation and point customers towards knowledgeable people and blogs as well as our own. We will keep up with the most popular products for those who like to get high.

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Twitter

Start writing here...



TIP

Write about our experiences and recommendations. We will also sign ourselves up and contribute to leafly.com. This is a database that will help those who are looking for cannabis find us.

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Blog

Start writing here...



TIP

Show our most popular buds as well as the best edible recipes

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Facebook

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TIP

We will give influencers discounts so they can try our product and see it is in fact what they are looking for. This will allow them to say with certainty we have the best products on the market.

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Promotions

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TIP

Never underestimate the simplicity of remembering people and making them feel at home in your store.

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We make the customer feel comfortable

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Pricing Strategy



TIP

It would be really wrong to go ahead and fix pricing without first determining other factors that surround costing.

This is one of the reasons why at Maxwell Medical Marijuana Dispensary Store, we will work towards ensuring that all our pro

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Milestones & Metrics



TIP

Milestone

Due Date

Who's

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6.

Financial Plan

Important Assumptions

Break-even Analysis

Projected Profit and Loss

Projected Cash Flow

Projected Balance Sheet

Business Ratios



REMEMBER

The last component of the Marijuana Dispensary services business plan is an in-depth financial plan. The financial plan crafts a detailed map of all the expenses needed for the startup and how these expenses will be met by the earned profits. It is recommended that you use [our financial planning tool](#) for guiding you through all financial aspects needed to be

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TIP

The company will be financed by John himself and he will control the direction of the business to make sure that it is expanding at the forecasted rate. As for the Marijuana Dispensary services business start-up, no equity funding or outside loans will be required. With the help of financial experts, John has developed the following financial plan for his start-up

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Important Assumptions

The financial projections of the company are forecast on the basis of the following assumptions. These assumptions are quite conservative and are expected to show deviation but to a limited level such that the company's major financial strategy will not be affected.

	Year 1	Year 2	Year 3
Plan Month	1	2	3
Current Interest Rate	10,00%	11,00%	12,00%
Long-term Interest Rate	10,00%	10,00%	10,00%
Tax Rate	26,42%	27,76%	28,12%
Other	0	0	0

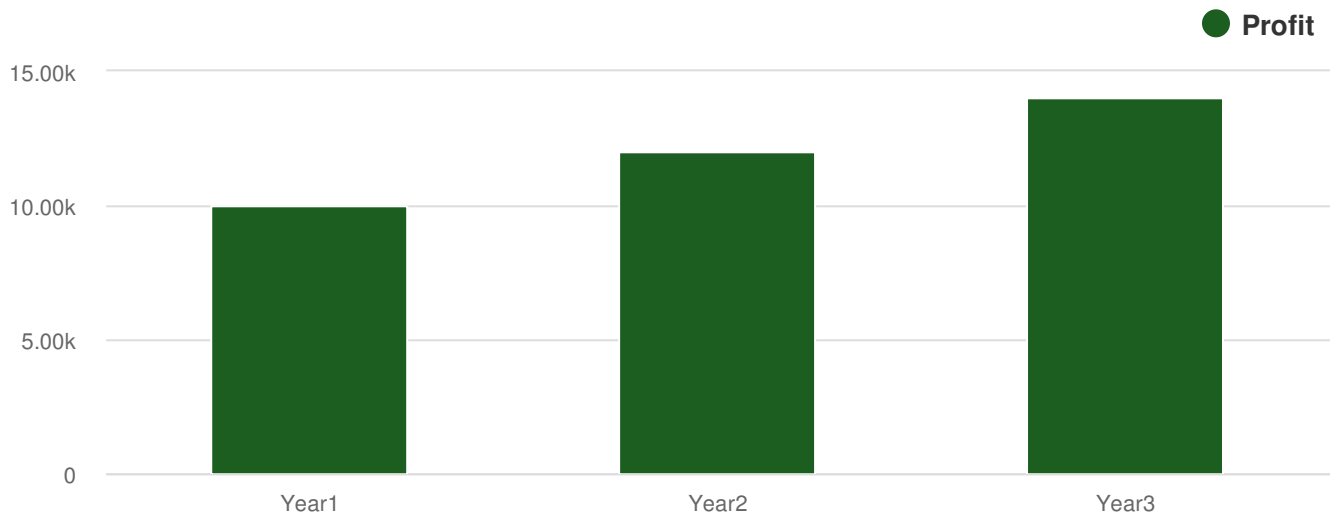
Brake-even Analysis

Monthly Units Break-even	5530
Monthly Revenue Break-even	\$159 740
Assumptions:	
Average Per-Unit Revenue	\$260,87
Average Per-Unit Variable Cost	\$0,89
Estimated Monthly Fixed Cost	\$196 410

Projected Profit and Loss

	Year 1	Year 2	Year 3
Sales	\$309 069	\$385 934	\$462 799
Direct Cost of Sales	\$15 100	\$19 153	\$23 206
Other	\$0	\$0	\$0
TOTAL COST OF SALES	\$15 100	\$19 153	\$23 206
Gross Margin	\$293 969	\$366 781	\$439 593
Gross Margin %	94,98%	94,72%	94,46%
Expenses			
Payroll	\$138 036	\$162 898	\$187 760
Sales and Marketing and Other Expenses	\$1 850	\$2 000	\$2 150
Depreciation	\$2 070	\$2 070	\$2 070
Leased Equipment	\$0	\$0	\$0
Utilities	\$4 000	\$4 250	\$4 500
Insurance	\$1 800	\$1 800	\$1 800
Rent	\$6 500	\$7 000	\$7 500
Payroll Taxes	\$34 510	\$40 726	\$46 942
Other	\$0	\$0	\$0
Total Operating Expenses	\$188 766	\$220 744	\$252 722
Profit Before Interest and Taxes	\$105 205	\$146 040	\$186 875
EBITDA	\$107 275	\$148 110	\$188 945
Interest Expense	\$0	\$0	\$0
Taxes Incurred	\$26 838	\$37 315	\$47 792
Net Profit	\$78 367	\$108 725	\$139 083
Net Profit/Sales	30,00%	39,32%	48,64%

Profit Yearly



Financial Year

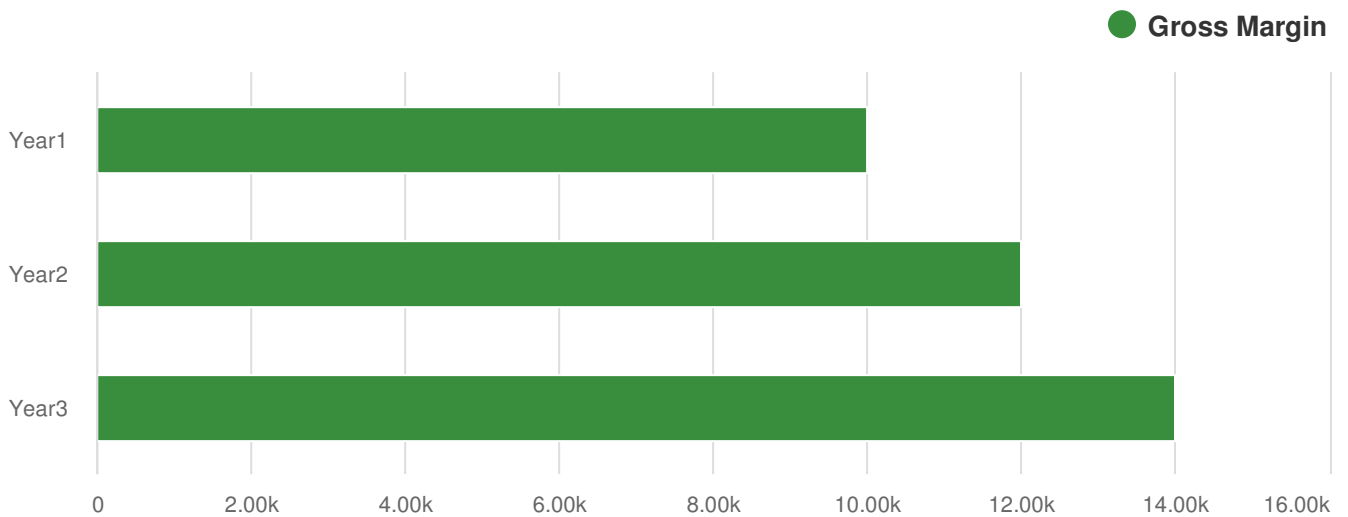
Profit

Year1	10000
-------	-------

Year2	12000
-------	-------

Year3	14000
-------	-------

Gross Margin Yearly



Financial Year

Gross Margin

Year1	10000
-------	-------

Year2	12000
-------	-------

Year3	14000
-------	-------

Projected Cash Flow

Cash Received	Year 1	Year 2	Year 3
Cash from Operations			
Cash Sales	\$40 124	\$45 046	\$50 068
Cash from Receivables	\$7 023	\$8 610	\$9 297
SUBTOTAL CASH FROM OPERATIONS	\$47 143	\$53 651	\$59 359
Additional Cash Received			
Sales Tax, VAT, HST/GST Received	\$0	\$0	\$0
New Current Borrowing	\$0	\$0	\$0
New Other Liabilities (interest-free)	\$0	\$0	\$0
New Long-term Liabilities	\$0	\$0	\$0
Sales of Other Current Assets	\$0	\$0	\$0
Sales of Long-term Assets	\$0	\$0	\$0
New Investment Received	\$0	\$0	\$0
SUBTOTAL CASH RECEIVED	\$47 143	\$53 651	\$55 359
Expenditures from Operations			
Cash Spending	\$21 647	\$24 204	\$26 951
Bill Payments	\$13 539	\$15 385	\$170 631
SUBTOTAL SPENT ON OPERATIONS	\$35 296	\$39 549	\$43 582
Additional Cash Spent			
Sales Tax, VAT, HST/GST Paid Out	\$0	\$0	\$0
Principal Repayment of Current Borrowing	\$0	\$0	\$0
Other Liabilities Principal Repayment	\$0	\$0	\$0
Long-term Liabilities Principal Repayment	\$0	\$0	\$0
Purchase Other Current Assets	\$0	\$0	\$0
Purchase Long-term Assets	\$0	\$0	\$0
Dividends	\$0	\$0	\$0
SUBTOTAL CASH SPENT	\$35 296	\$35 489	\$43 882
Net Cash Flow	\$11 551	\$13 167	\$15 683

Cash Received	Year 1	Year 2	Year 3
Cash Balance	\$21 823	\$22 381	\$28 239

Projected Balance Sheet

Assets	Year 1	Year 2	Year 3
Current Assets			
Cash	\$184 666	\$218 525	\$252 384
Accounts Receivable	\$12 613	\$14 493	\$16 373
Inventory	\$2 980	\$3 450	\$3 920
Other Current Assets	\$1 000	\$1 000	\$1 000
TOTAL CURRENT ASSETS	\$201 259	\$237 468	\$273 677
Long-term Assets			
Long-term Assets	\$10 000	\$10 000	\$10 000
Accumulated Depreciation	\$12 420	\$14 490	\$16 560
TOTAL LONG-TERM ASSETS	\$980	\$610	\$240
TOTAL ASSETS	\$198 839	\$232 978	\$267 117
Current Liabilities			
Accounts Payable	\$9 482	\$10 792	\$12 102
Current Borrowing	\$0	\$0	\$0
Other Current Liabilities	\$0	\$0	\$0
SUBTOTAL CURRENT LIABILITIES	\$9 482	\$10 792	\$12 102
Long-term Liabilities	\$0	\$0	\$0
TOTAL LIABILITIES	\$9 482	\$10 792	\$12 102
Paid-in Capital	\$30 000	\$30 000	\$30 000
Retained Earnings	\$48 651	\$72 636	\$96 621
Earnings	\$100 709	\$119 555	\$138 401
TOTAL CAPITAL	\$189 360	\$222 190	\$255 020
TOTAL LIABILITIES AND CAPITAL	\$198 839	\$232 978	\$267 117
Net Worth	\$182 060	\$226 240	\$270 420

Business Ratios

	Year 1	Year 2	Year 3	Industry Profile
Sales Growth	4,35%	30,82%	63,29%	4,00%
Percent of Total Assets				
Accounts Receivable	5,61%	4,71%	3,81%	9,70%
Inventory	1,85%	1,82%	1,79%	9,80%
Other Current Assets	1,75%	2,02%	2,29%	27,40%
Total Current Assets	138,53%	150,99%	163,45%	54,60%
Long-term Assets	-9,47%	-21,01%	-32,55%	58,40%
TOTAL ASSETS	100,00%	100,00%	100,00%	100,00%
Current Liabilities	4,68%	3,04%	2,76%	27,30%
Long-term Liabilities	0,00%	0,00%	0,00%	25,80%
Total Liabilities	4,68%	3,04%	2,76%	54,10%
NET WORTH	99,32%	101,04%	102,76%	44,90%
Percent of Sales				
Sales	100,00%	100,00%	100,00%	100,00%
Gross Margin	94,18%	93,85%	93,52%	0,00%
Selling, General & Administrative Expenses	74,29%	71,83%	69,37%	65,20%
Advertising Expenses	2,06%	1,11%	0,28%	1,40%
Profit Before Interest and Taxes	26,47%	29,30%	32,13%	2,86%
Main Ratios				
Current	25,86	29,39	32,92	1,63
Quick	25,4	28,88	32,36	0,84
Total Debt to Total Assets	2,68%	1,04%	0,76%	67,10%
Pre-tax Return on Net Worth	66,83%	71,26%	75,69%	4,40%
Pre-tax Return on Assets	64,88%	69,75%	74,62%	9,00%
Additional Ratios				
Net Profit Margin	19,20%	21,16%	23,12%	N.A.
Return on Equity	47,79%	50,53%	53,27%	N.A.

	Year 1	Year 2	Year 3	Industry Profile
Activity Ratios				
Accounts Receivable Turnover	4,56	4,56	4,56	N.A.
Collection Days	92	99	106	N.A.
Inventory Turnover	19,7	22,55	25,4	N.A.
Accounts Payable Turnover	14,17	14,67	15,17	N.A.
Payment Days	27	27	27	N.A.
Total Asset Turnover	1,84	1,55	1,26	N.A.
Debt Ratios				
Debt to Net Worth	0	-0,02	-0,04	N.A.
Current Liab. to Liab.	1	1	1	N.A.
Liquidity Ratios				
Net Working Capital	\$120 943	\$140 664	\$160 385	N.A.
Interest Coverage	0	0	0	N.A.
Additional Ratios				
Assets to Sales	0,45	0,48	0,51	N.A.
Current Debt/Total Assets	4%	3%	2%	N.A.
Acid Test	23,66	27,01	30,36	N.A.
Sales/Net Worth	1,68	1,29	0,9	N.A.
Dividend Payout	0	0	0	N.A.

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