

# 1199562 BC Ltd.

## Green Culture

### ABOUT US:

The corporation 1199562 BC Ltd. dba Green Culture is directed by May Woodburn a real estate specialist and William Ross a former paramedic. Together they bring over 50 years of business experience working within regulations.

Advisory team: We have assembled an Advisory Committee, to meet quarterly to provide advice to the Corporation in support of the development of strategy, policy and activity. This will include the identification of future challenges, priorities and opportunities to be pursued and the development of clear plans of action to address priorities.

Our Advisory committee is made up of the following professionals:

Medical: general practitioner, doctor of chiropractic medicine, acupuncturist, first aid responder, herbalist  
Legal: Barrister & Solicitor, Toronto and Vancouver, certified accountant, real estate professional  
Security: security expert, security designer, security systems, IT security

Other: teacher, life coach, leadership coach

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### MISSION:

To make high quality cannabis products and education available to all customers from the discerning to the new, through responsible channels that provide expert and friendly service. Social responsibility is our core value. Our belief is that being socially and environmentally conscientious is not just good for people and the planet, it's the only way to do business.

Our strict "ID Under 30" policy will be a strong contributing factor to our successful compliance record. Our planned two ID check procedure will keep regulated products out of the hands of minors. We will participate in effective responsible consumption awareness programs in stores and in our communities like "Dry Grad" and "Get Home Safe" which protect young people and their community.

Our at the till charitable collections and employee contributions will raise money for the local community. We thrive as an environmental leader in sustainable retailing by practicing energy and fuel efficiency, container recycling, plastic bag reduction and responsible waste management.

Our goal is to set an example as a responsible community oriented cannabis retail store, by working with the community and the province, to provide safe reliable tested and regulated product distributed by the province.

The number of customers gravitating to cannabis retail store front will be a direct reflection of the number of customers taken from the black market. Once a customer has experienced the choices and information available in a retail cannabis store, they are converted and never return to the black market. Product quality is not just a matter of business reputation. It's a matter of public safety. An advantage to operating a regulated Licensed non medical cannabis retail store front as ours is the ability to offer a diverse selection of product at varying price points, which will significantly reduce the impact of the illicit market. We will purchase lab tested product only from licensed producers through the LDB to ensure a dependable track record of consistency, both in quality and in the timely delivery of reliable products.

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### DEMAND:

Cannabis was criminalized in 1923. However that only drove it underground to the illegal market. As of March 2017, approximately 201,398 Canadians were purchasing medical cannabis from licensed commercial producers. According to the 2015 Canadian Tobacco Alcohol and Drug Survey (CTADS), around 10,000 new users are signing up every month. Over 40% of Canadians have used cannabis in their lifetime. Canada-wide, of those who used cannabis in the last year: 72% reported using it within the last 30 days, 24% reported using it for medical purposes. A higher percentage of British Columbians have used cannabis in the past year than have used tobacco. The demand is overwhelming and providing a legal safe product for the residents of the community, will allow them to make informed purchases in a safe comfortable and modern adult environment. On October 17th recreational cannabis became legal for adults over 19. Gone are the days where customers were forced to purchase on the black market. Today's Consumers are educated, they know what they want and if they don't, they want to be informed. Today's consumers are happy to have choices and demand it. The Community can ensure organized crime does not have a seat at the table, while still benefiting from regulated and professionally controlled retail stores. To discourage the black market, the Community needs to make sure there is enough legal quality product and specific chosen retail outlets ready to sell legal cannabis from approved locations.

### LOCATION/SECURITY:

Location of retail cannabis storefront can be a concern for residents. It is more than 150 meters from any school, church, or recreation centre. The store is bright, clean, welcoming and professional with focus on a safe and favourable alternative to purchasing non-medical cannabis from the illicit market. To support our mission of social responsibility the store will have a dedicated area for education, reading material and take away brochures to provide an informed customer experience. The store will be full-service retail establishments, where employees fulfil customer orders from behind the counter. Cannabis products are kept in an employee only secured area of the store, out of sight from minors passing by the front of the store and out of reach of shoplifters.

The building has commercial-grade doors and locks, smash proof windows to resist break-ins, maximize safety and security. The building is fitted with an audible intruder and fire alarm, monitored by a third party. Tempered glass, locked, display cases to prevent shoplifting. Locked cannabis storage room, to secure product. Interior and exterior monitored camera surveillance to capture unobstructed views of the retail sales area, product storage area, interior and exterior view of all store entrances and exits. Cameras I'll be active and recording 24 hours a day 7 days per week. All footage will be stored for 30 days. Posted signage of security measures to notify customers of security recording.

The bright, clean, welcoming and professional store will provide a safe and informed customer experience. Customers will be served by qualified cannabis consultants . A designated security guard, licensed under the Security Services Act, will be posted at the door to prevent minors from entering the cannabis store.

Defective product that is returned to BC Cannabis Stores will be transported securely to a secure, off premise location to be safely destroyed. Cannabis product will not be incinerated or disposed of on premise. Cannabis branded promotional wares such as apparel, stationary and novelty giftware will not be carried in our stores as per regulations.

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### STORE OPERATIONS and THE TEAM:

Recruiting: well screened staff with unique talent will be hired to work in our establishment. We will conduct mandatory criminal background checks on all employees. We mandate a Serving it Right equivalent certification for all cannabis consultants.

Hold job fairs/ attend cannabis conferences/ adverts in local papers/ contact local colleges.

Policies and procedures: Adhere to all regulations. Follow policies and procedures of Green Culture

Training: Cannabis consultants will receive ongoing training in product knowledge and customer service.

Consultants will get provincial certification. Specialized training through various organizations such as

SuperHost by go2HR. SuperHost is recognized as the standard for customer service excellence in BC.

They offer quality, affordable customer service training courses for front-line employees who work with visitors to the City?

Store Manager: 1 full time - Responsible for the overall retail performance and operation of a store, within the municipal, provincial and federal regulations including (but not limited to) recruitment, training, sales, customer and employee safety.

Assistant Store Manager: 3 full time - Responsible for supporting the Store Manager

Cannabis Consultants: 8 – 10 full time - Responsible for providing customer services, including (but not limited to) extensive knowledge on regulations, product consumption, social responsibility and customer transactions.

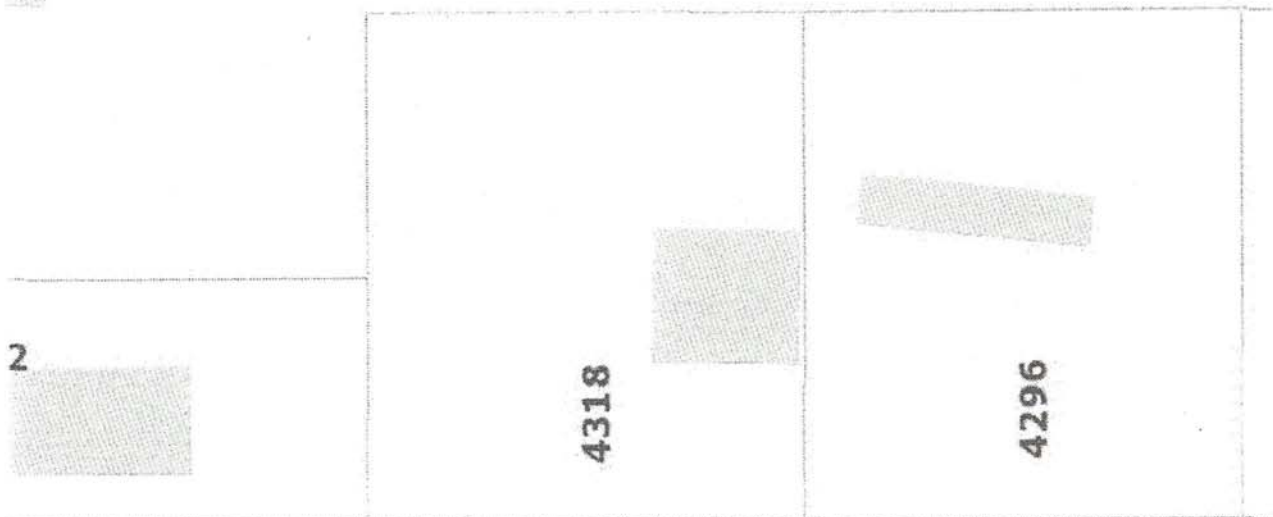
Store security: 3 – 4 full time -ID checkers (security guards) stationed at the entranceway to the store and responsible for enforcing our two ID-check policy to ensure no minors enter our stores.

Support and administrative staff: 3 to 4 full time.

Total forecasted staff: 18 to 22 full time.

Registered with the Canada Revenue Agency, for payroll HST and income tax. Registered with the Worker's Compensation Board.

Hours of operation: 9am to 11pm.



100-mm

NORDIC DRIVE

74

200-mm



SITE PLAN.