

# CANNA NORTHWEST

enterprises inc.

Recreational Cannabis Stores



# Introduction.

Thank you for your kind consideration of our application to be a trusted cannabis retailer in your municipality.

New community-member run businesses create an excellent opportunity for various stakeholders: business people, commercial landlords, municipal government, and citizens. As life-long residents of BC and experienced legal recreational cannabis business owners, our team is committed to building long-lasting value for the community.



Through our brand, CANNA NORTHWEST, and our existing retail spaces we provide a comprehensive and informed shopping experience through our employees, carefully selected products, and store designs that reflect the local geography.

We hope this presentation answers your questions, addresses your concerns, and demonstrates our commitment to serving the community in a responsible manner.

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# Mission.

To bring safe economic opportunity to our communities by running a responsible and lawful retail cannabis business.



**Dragon's Peak Cannabis, Quesnel, BC**



**Seaside Cannabis, Brentwood Bay, BC**

# Vision.

Positively contribute to the community through informed, sustainable, and lawful retail cannabis.

# Values.

Lawful sales  
Community Safety  
Healthy Consumption



**Seaside Cannabis - inside store**

## Business Opportunity.

Since 2018, CANNA NORTHWEST, has worked to promote lawful sale and the safe consumption of retail cannabis. We have positively contributed to the transition to lawful, safe retail cannabis sales.

CANNA NORTHWEST is successfully running two retail cannabis locations in BC. Our stores in Quesnel and Brentwood Bay operate with the utmost respect for and adherence to Government requirements. Our unblemished track record for running safe, responsible, and respectful retail cannabis stores demonstrates our overall respect for distinct communities and municipalities.

We want our communities to be safe places for our residents and our visitors while providing a convenient and well-considered shopping experience for our customers.



**CANNA NORTHWEST Retail Locations**

## Target Market.

Responsible sales and consumption are the foundations of our business model, so we plan to only target local professionals 25+ years of age. Our stores are branded to appeal to this market, and tailored specifically to each community.

**“Our goal is to positively contribute to the community by providing safe, lawful cannabis sales.”**

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## Business Model and Strategy.

We at CANNA NORTHWEST believe that running quiet, small retail cannabis locations is best for customers and the community. Our success comes from our stores' locations, educated staff, and unique, hand-made store furnishings.

Our current stores have between 2 and 3 employees present at all times, and adhere to BC WorkSafe legislation. We plan to operate the proposed store with a total of 3 employees at all times – 2 facilitating customer education and sales within the retail area, and 1 managing all operational aspects of the business. Safe and responsible consumption remains the foundation of our business model.



# Business Model and Strategy cont.

In order to provide a pleasant shopping experience, we use open concept spaces that allow the customer to browse with ease. And, we choose our product based upon local preference and demand.

At CANNA NORTHWEST we provide a unique, more personal shopping experience by having our retail spaces reflect local geography. For instance, our Quesnel store is named for and reflects the local mountains, while our Brentwood Bay store is named for a reflects Vancouver Island's coast.



**Seaside Cannabis, Brentwood Bay**

Our store will contribute to beautifying the area with a locally reflective refined via our branding, signage, and interior design strategies. Additionally, we will contribute to the local economy by providing employment, and through the payment of rent and municipal taxes.

In accordance with BC and municipal laws, the windows will be treated in an attractive way ensuring views into the store are restricted.

Safety, for our staff, customers and community is at the core of CANNA NORTHWEST. We take very seriously and respect the importance of Government set requirements. We ensure that our employees are adequately trained and registered, that identification policies are adhered to, and the community and local businesses are respected through our zero-tolerance policy towards disturbances. We also follow WorkSafe BC's workplace requirements for violence prevention, and risk minimization.

**“We adhere to Provincial and Municipal standards in order to promote responsible consumption.”**

Disturbances by unruly customers will not be tolerated and will be managed in a way to prevent further recurrence. As such, intoxicated individuals will not be provided service. Community and employee safety are our priority.

We have planned for Government supplied 'social responsibility materials' and further informational displays in key locations within the store. Our staff will be trained to provide further education to our customers of the responsible use of cannabis products.

Smoking and/or other cannabis consumption methods will not be tolerated within or near the store. No smoking signs will be posted and strictly enforced.

## Hours of Operation.

To promote responsible consumption, our store will operate within the outlined government standard. Employees will have a procedure to efficiently clear the store at closing. Our store hours are strictly enforced.

**“Community, employee, and customer safety are our top priorities.”**

## Security Measures.

Security is of the utmost importance to the safety of our community and employees. Our current stores have security systems that exceed provincial requirements, while the stores are set-up in a manner that discourages theft. Community, employee, and customer safety are very important to us. In our new space, we will continue to exceed security requirements in order to promote safety.

Security cameras will be installed to provide full, unobstructed views of the retail sales area, storage room, and any entrance points.

All cannabis products and accessories will be contained on site within a secure storage room and locked cabinets.

All product display will be locked and require a staff member to provide full service. Smell jars will be tethered to the counter, and product will be securely contained within.



**Our Logos**

## Signage.

Our signage reflects the local geography in its design. We have employed a graphic designer to ensure that our signage reflects our values, local geography, and the surrounding community businesses. We respect and adhere to any local Sign Bylaw.



# Current Retail Locations

CANNA NORTHWEST has met the eligibility and suitability requirements of the Cannabis Control and Licensing Act and is operating two licensed retail cannabis storefronts in BC.

## Dragon's Peak Cannabis

100 - 775 Rita Rd, Quesnel, B.C.



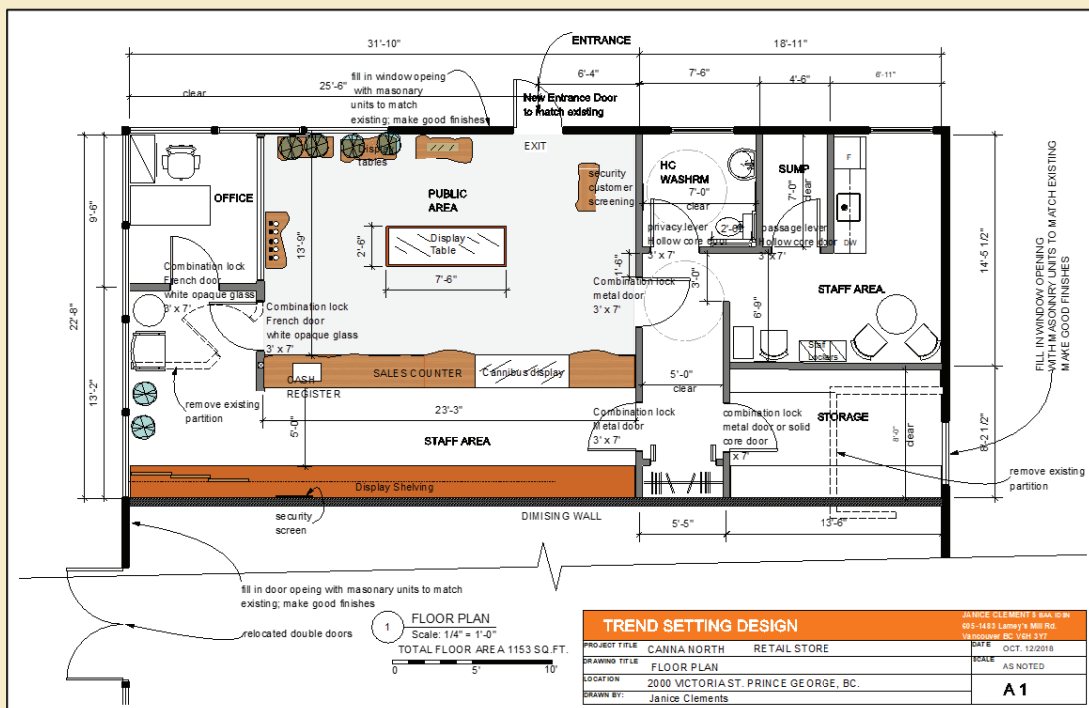
## Seaside Cannabis

1189 Verdier Ave, Brentwood Bay, B.C.



## Floor Plan

Floor Space Requirement: 700 to 2,000 sq. ft.



Not Store Specific



# Compliance History.

CANNA NORTHWEST Enterprises Inc. was founded in 2018 in response to the legalization of cannabis in our Country, Province, and Municipality. Prior to cannabis legalization, we had no experience in the cannabis industry and never performed any retail cannabis dealings from any location, physical or virtual. Post legalization, CANNA NORTHWEST successfully operates two non-medical retail cannabis stores with firm adherence to all compliance requirements.



**Seaside Cannabis, Brentwood Bay**

Community, customer, and employee safety are our primary focus. Our target customer base are responsible users of cannabis products. We will provide safe, reliable products and pass on expert knowledge regarding safe consumption to our customers. Because the Government is our supplier, we can now ensure our products are safely derived and obtained, and our staff are well trained to provide the information that our customers need to enjoy recreational cannabis products responsibly.



A scenic photograph of a coastline. In the foreground, dark, choppy water with white-capped waves stretches across the frame. In the middle ground, a range of blue mountains is visible under a sky filled with soft, white and pinkish clouds. The overall tone is serene and natural.

# Thank you.

CANNA NORTHWEST enterprises inc.