

**BUSINESS PLAN**

**Golden Rookie LLC**

605 Grand Ave, Grand Junction, CO 81501, USA

June 8, 2022

## **Executive Summary**

### ***The Ownership***

The Company will be structured as a limited liability company (L.L.C.)

### ***The Management***

The Company will be managed by a hired manager.

### ***The Goals and Objectives***

Golden Rookie aims to provide a complete white glove service to its customers. It wishes to be a valuable member to the community. The company is a Boutique Recreational Cannabis Dispensary offering a sophisticated environment for its clientele.

### ***The Product***

Recreational Cannabis Products.

### ***Pricing Strategy***

The Company will make use of an economy pricing strategy.

## **Business Plan - Golden Rookie LLC**

### **The Company**

#### *Business Sector*

The Member would like to start a business in the following industry: retail sector.

#### *Company Goals and Objectives*

Golden Rookie aims to provide a complete white glove service to its customers. It wishes to be a valuable member to the community. The company is a Boutique Recreational Cannabis Dispensary offering a sophisticated environment for its clientele.

#### *Company Ownership Structure*

The Company will be structured as a limited liability company (L.L.C.)

#### *Ownership Background*

- Member: Alaameen Abdool  
Experience and training: Alaameen has managed and delegated work to over 300 union employees, has law enforcement experience as well as hands on technical expertise in multiple fields.

#### *Company Management Structure*

The Company will be managed by a hired manager.

#### *Company Assets*

The Company has the following assets:

- Equipment, with an estimated value of \$5,000.00.
- Inventory, with an estimated value of \$20,000.00.

### **The Product**

#### *The Product*

Recreational Cannabis Products.

#### *Location Analysis*

Downtown in the heart of the Grand Valley.

*Pricing*

The Company will make use of an economy pricing strategy.

*Advertising*

The Company will promote the business through:

- Online channels (website, Google ads, etc.)
- Email marketing (newsletters, brand story, etc.)
- Social media
- TV or radio ads
- Print (magazines, flyers, etc.)

The annual budget for advertising is: \$25,000.00.

A handwritten signature in black ink, appearing to be the initials 'AM' followed by a flourish.