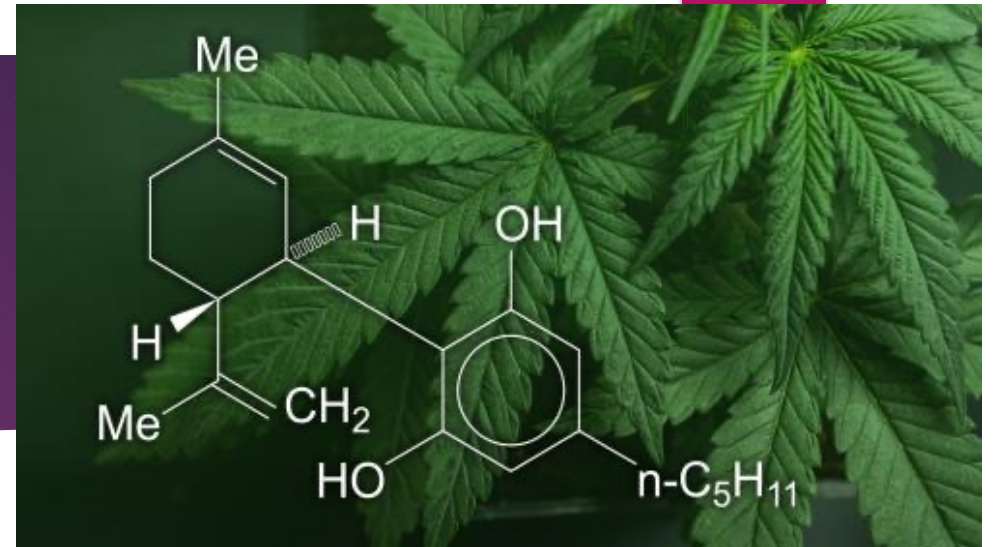


Purple Haze

AT 1241 HWY 175 HUBERTUS

OWNERS FAISAL FAROOQUI & KATIE TRAPP-PIETZ

Introduction to CBD



- ▶ CBD is an abbreviation for ‘Cannabidiol’
- ▶ Every mammal on Earth has an endocannabinoid system. Cannabinoid molecules work in this system to affect many different bodily functions
 - ▶ Cannabinoids can be found in CBD as well as chocolate, Echinacea, black pepper, and even human breast milk
- ▶ CBD is an extract from the hemp plant
- ▶ Although it is in the same family of plants as marijuana, CBD is not marijuana and does not produce a “high” when consumed
- ▶ It is known for its therapeutic properties and is legal in all 50 states

Why use CBD?

- ▶ CBD is a safer alternative to traditional medications
- ▶ Increasing consumer awareness and demand for natural remedies
- ▶ Research suggests that CBD may have anti-inflammatory, analgesic, and neuroprotective properties to help with:
 - ▶ Anxiety and stress relief
 - ▶ Pain relief
 - ▶ Sleep support, better sleep quality
 - ▶ Inflammation reduction
 - ▶ Epilepsy treatment: CBD has been FDA-approved for the treatment of certain types of epilepsy

Benefits of CBD

- ▶ Natural and non-addictive: CBD is a natural alternative to traditional pharmaceuticals and is considered non-addictive
- ▶ There is no lethal dose for CBD, nor is there any known dose that causes any harm to the human mind or body
- ▶ CBD can be used in various forms, including oils, tinctures, capsules, and topicals
- ▶ Legal: CBD derived from hemp with less than 0.3% THC is legal

<https://www.verywellhealth.com/cbd-oil-benefits-uses-side-effects-4174562>



Purple Haze Business Summary

- ▶ CBD is a \$2.3B industry with 40% growth rate
- ▶ Purple Haze is an established business; the first store opened in 2013 and is still in business. Richfield will be the 5th location
- ▶ Our proposed business in Richfield will focus on providing high-quality CBD products in a welcoming and educational environment
- ▶ Our mission is to promote health and wellness through natural alternatives like CBD while creating a community space for customers to learn and explore the benefits of these products
- ▶ At Purple Haze, we strive to be a trusted source for all-natural ingredients and to help our customers make informed decisions about their well-being

Targeted Audience & Offerings

▶ Demographic

- ▶ Our target market is adults age +21 including individuals from various demographic backgrounds, including different ethnicities, professions, and income levels. However, we welcome customers from all age groups who are interested in CBD
 - ▶ CBD-oil products that are topical or ingestible have no age restriction, CBD-smoking products (as well as all legal smoking products) have an age restriction of 21+

▶ Selling Proposition

- ▶ Purple Haze CBD Shop stands out from the competition with its unique selling proposition, which is centered around three key pillars: quality, variety, and community

▶ Quality

- ▶ We are committed to providing the highest quality CBD products sourced from reputable brands known for their excellence in craftsmanship and safety standards. Our customers can trust that every product they purchase from Purple Haze has been thoroughly vetted to ensure its quality and reliability

Operational Plan

▶ Layout

- ▶ The store layout will be designed to provide a welcoming and immersive shopping experience for customers. Upon entering the store, customers are greeted by a spacious and well-lit interior, with a modern and clean design

▶ Product Display

- ▶ Products are prominently displayed on shelves and showcases, allowing customers to easily browse and explore the various options available. The display is organized and visually appealing, with clear signage and product information to help customers make informed choices

▶ Suppliers

- ▶ Purple Haze works closely with a select group of reputable suppliers to source high-quality CBD products. These suppliers are known for their commitment to product excellence and safety standards, ensuring that Purple Haze offers only the best products to its customers. By establishing strong relationships with suppliers, Purple Haze can access a wide range of products and stay updated on the latest trends in the CBD industry

Conclusion

- ▶ The viability of Purple Haze CBD shop in Richfield is promising based on market trends and consumer interest in natural health and wellness products. The CBD industry has had rapid growth in recent years, with an increased focus on the potential benefits of CBD for various health issues
- ▶ Purple Haze is an established business since 2013 and is well suited to meet the needs of consumers at this store location