

1. **Raw:** Depends on what we "want" to sell - I see huge amounts of glut all over the place. Farms going below the cost of production to fulfill payroll, hundreds of thousands of units of finished goods/concentrates doing virtually nothing. I'm a **value** seller. I also see successful models using **quality** as the backbone. Seriously, let me know what we need on raw - hit me with the "What If?" model - i.e. What if we could secure distillate for "free"? (Absolutely, but it costs time).
2. **Labor:** Well this is an interesting paradigm, because you can sure save a lot rolling pre-rolls internally. In Wholesale, **with the right processes in place, this stuff is as easy as hiring people** I use pre-rolls as an example, but it applies to the creation of any medicated good. Candidate collection is **free** - **most people pay for this stuff - with me, we do not.** I can have hundreds of resumes compiled within 48 hours, at a rate of about 10 per hour for budtenders alone. And wholesale/private label? Easier still.
3. **Packaging:** This is just a consideration of Brand Building vs Value Building. GFX/Web Design/Marketing - most of these traditionally outsourced goods will come directly from me / us - this is actually one of the more fun parts if I'm being honest.
4. **Testing:** Fits into Labor
5. **Marketing:** Oh gosh, where to begin, I know I've talked to all of you in various capacities regarding all sorts of processes and programs. Retail: WM, LFLY, POS, WEBSITE, SPG, SBIG, WIKI, ALIGNABLE, ETC. Wholesale: LL, WMX, NETWORKING, WOM, B&M, ETC. These tools are all **proven profitable when they are data-driven using the right key metrics**.. I could go on and on here.
6. **Sales: the horse that pulls the chariot,** this is "easy" when raw+labor+marketing are maximized. Sales is never "easy", but it can be turned into key processes to maximize output. My professional experience (littered with expensive lessons) leads me to a very simple conclusion - when we master pitting Retail vs Wholesale, I guarantee growth in both sectors.
7. **Shipping:** This one is technically "easy", right? More sales, less expensive shipping. A really big reality here that I am excited to figure out - **can we combine Retail and Wholesale shipping?** This functionally is a lot harder than it sounds, and involves large considerations into optics and more.
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