

# 12-Month Growth Roadmap

## Chocolat on James - Week 3-4 Deliverable

**Date:** November 7, 2025

**Prepared by:** Growth Strategy Agent

**Project:** Phase 1 - Research & Analysis

**Status:** Complete

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## Executive Summary

This 12-month roadmap transforms Chocolat on James from a single-channel walk-in business (\$537K annual revenue) to a multi-channel chocolate authority targeting \$698K-806K in Year 1. The strategy prioritizes quick wins in Q4 2025, launches e-commerce in Q1 2026, and scales through corporate gifting, partnerships, and brand authority.

## Year 1 Targets (Nov 2025 - Oct 2026)

**Revenue Goal:** \$698,469 (+30% growth)

**Channel Mix:** - Walk-in: 75% (\$524K) - E-commerce: 15% (\$105K) - Corporate: 10% (\$70K)

**Key Milestones:** - Q4 2025: Corporate gifting launch (\$15-25K) - Q1 2026: E-commerce launch (Jan-Mar) - Q2 2026: Partnership expansion - Q3-Q4 2026: Scale and optimize

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## Strategic Framework

### Growth Pillars

- 1. Brand Authority: “Hamilton’s Chocolate”** - Own the local chocolate category - Build content and SEO dominance - Establish thought leadership
  - 2. Channel Diversification** - E-commerce (24/7 revenue) - Corporate gifting (B2B recurring) - Partnerships (distribution expansion)
  - 3. Customer Database Development** - Email list: 2,500+ subscribers Year 1 - CRM system implementation - Retention and loyalty programs
  - 4. Operational Excellence** - Inventory management systems - Fulfillment process optimization - Staff training and development
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## Q4 2025: Foundation & Quick Wins (Nov-Dec 2025)

### November 2025

**Theme:** Foundation Building + Corporate Gifting Launch

**Week 1-2 (Nov 4-17) Focus:** E-commerce platform decision + Corporate gifting prep

**Deliverables:** - [ ] Finalize e-commerce platform (Pavement vs. Shopify vs. Q1 launch) - [ ] Create corporate gifting product line (3-5 packages) - [ ] Design corporate pricing structure - [ ] Build corporate prospect list (50-100 Hamilton companies) - [ ] Create corporate outreach templates - [ ] Optimize Google Business Profile (2-4 hours) - [ ] Set up email capture system (in-store iPad)

**Revenue Target:** \$35,000 (walk-in baseline)

**Investment:** \$2,000 (corporate materials, GBP optimization)

**Key Metrics:** - Corporate prospect list: 50+ companies - Email signups: 50+ (in-store) - Google Business Profile: 100% complete

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**Week 3-4 (Nov 18-30) Focus:** McMaster Event + Corporate Outreach Begins

**Deliverables:** - [ ] McMaster event execution (Nov 21-24) - Pre-order system setup - Deposit collection process - Email capture at event - Social media promotion - [ ] Begin corporate gifting outreach (first 25 companies) - [ ] Launch “Hamilton’s Chocolate” messaging across social media - [ ] Create holiday gift guide content - [ ] Update website with holiday specials

**Revenue Target:** \$45,000 (McMaster event: \$5-10K + walk-in)

**Investment:** \$1,500 (event materials, samples)

**Key Metrics:** - McMaster event revenue: \$5-10K - Corporate outreach: 25 companies contacted - Email list growth: 100+ new subscribers - Social media: 5-7 posts per week

**November Total Revenue Target:** \$80,000

**November Total Investment:** \$3,500

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## **December 2025**

**Theme:** Holiday Peak + Corporate Gifting Execution

**Week 1-2 (Dec 1-14) Focus:** Holiday sales peak + Corporate closing

**Deliverables:** - [ ] Execute corporate gifting blitz (remaining 25-50 companies) - [ ] Holiday marketing campaign (email + social) - [ ] Extended store hours for holiday shopping - [ ] Gift wrapping service promotion - [ ] Same-day delivery emphasis - [ ] Follow up with corporate prospects - [ ] Close 5-10 corporate accounts

**Revenue Target:** \$50,000 (holiday walk-in + corporate deposits)

**Investment:** \$2,000 (holiday marketing, packaging)

**Key Metrics:** - Corporate accounts closed: 5-10 - Corporate revenue: \$10-15K - Email campaigns: 4-6 sent - Social media engagement: 3-5% rate

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**Week 3-4 (Dec 15-31) Focus:** Holiday rush + Year-end wrap

**Deliverables:** - [ ] Fulfill corporate orders - [ ] Holiday walk-in sales maximization - [ ] Last-minute gift promotions - [ ] Customer appreciation campaign - [ ] Year-end inventory assessment - [ ] Q1 2026 planning finalization - [ ] Staff holiday bonuses/recognition

**Revenue Target:** \$60,000 (holiday peak)

**Investment:** \$1,000 (last-minute marketing)

**Key Metrics:** - Total corporate revenue Q4: \$15-25K - Email list size: 300-500 subscribers - Google reviews: 20+ new reviews - Social media followers: +200-300

**December Total Revenue Target:** \$110,000

**December Total Investment:** \$3,000

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## **Q4 2025 Summary**

**Total Revenue Target:** \$190,000 (Nov-Dec)

**Total Investment:** \$6,500

**Key Achievements:** - Corporate gifting program launched - 5-10 corporate accounts secured - Email list: 300-500 subscribers - Google Business Profile optimized - “Hamilton’s Chocolate” brand positioning live - E-commerce platform selected and planned

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## **Q1 2026: E-commerce Launch (Jan-Mar 2026)**

### **January 2026**

**Theme:** Recovery + E-commerce Development

**Week 1-2 (Jan 1-14) Focus:** Post-holiday recovery + E-commerce build

**Deliverables:** - [ ] E-commerce platform setup (Shopify/Pavement) - [ ] Product photography session (40-60 SKUs) - [ ] Product catalog creation - [ ] Write product descriptions (30-50 products) - [ ] Valentine’s Day collection planning - [ ] Email campaign: “New Year, New Treats”

**Revenue Target:** \$18,000 (slow month baseline)

**Investment:** \$8,000 (e-commerce setup, photography)

**Key Metrics:** - E-commerce build: 30% complete - Product photos: 40-60 SKUs shot - Valentine’s prep: Collection finalized

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**Week 3-4 (Jan 15-31) Focus:** E-commerce completion + Valentine’s prep

**Deliverables:** - [ ] Complete e-commerce site build - [ ] Payment processing setup - [ ] Shipping configuration - [ ] Email marketing automation setup - [ ] Valentine’s Day marketing campaign launch - [ ] Google Ads account setup - [ ] Test checkout process thoroughly

**Revenue Target:** \$20,000 (walk-in + Valentine’s pre-orders)

**Investment:** \$2,000 (Valentine’s marketing)

**Key Metrics:** - E-commerce build: 90% complete - Valentine's pre-orders: \$5-10K - Email automation: Welcome series live

**January Total Revenue Target:** \$38,000

**January Total Investment:** \$10,000

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## February 2026

**Theme:** E-commerce Soft Launch + Valentine's Peak

**Week 1-2 (Feb 1-14) Focus:** Valentine's Day execution + E-commerce soft launch

**Deliverables:** - [ ] E-commerce soft launch (friends/family/email list) - [ ] Valentine's Day fulfillment - [ ] Same-day delivery promotion - [ ] Email campaigns (3-4 Valentine's focused) - [ ] Social media Valentine's content (daily) - [ ] Google Ads launch (Valentine's keywords) - [ ] Monitor e-commerce for bugs/issues

**Revenue Target:** \$70,000 (Valentine's peak + e-commerce first sales)

**E-commerce Revenue:** \$3-5K (soft launch)

**Investment:** \$3,000 (Valentine's + Google Ads)

**Key Metrics:** - E-commerce orders: 30-50 - Valentine's revenue: \$60-65K - Email open rate: 30-35% - Google Ads ROAS: 3-4x

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**Week 3-4 (Feb 15-28) Focus:** E-commerce full launch + Post-Valentine's

**Deliverables:** - [ ] E-commerce public launch announcement - [ ] Press release to Hamilton media - [ ] Instagram/Facebook ads launch - [ ] Abandoned cart recovery active - [ ] Product review system setup - [ ] Easter collection planning - [ ] Optimize e-commerce based on soft launch data

**Revenue Target:** \$25,000 (post-Valentine's + e-commerce growth)

**E-commerce Revenue:** \$5-8K

**Investment:** \$2,000 (launch marketing)

**Key Metrics:** - E-commerce orders: 50-80 - Website visitors: 800-1,200/month - Conversion rate: 2-3% - Email list: 600-800 subscribers

**February Total Revenue Target:** \$95,000

**February Total Investment:** \$5,000

**February E-commerce Revenue:** \$8-13K

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## March 2026

**Theme:** E-commerce Optimization + Easter Prep

**Week 1-2 (Mar 1-14) Focus:** E-commerce scaling + Easter launch

**Deliverables:** - [ ] Easter collection launch - [ ] Google Ads optimization (scale winners) - [ ] Email marketing: Easter gift guide - [ ] Social media: Easter content - [ ] SEO: Easter chocolate content - [ ] Partnership outreach begins (hotels, tourism) - [ ] Customer feedback collection

**Revenue Target:** \$35,000 (walk-in + e-commerce + Easter pre-orders)

**E-commerce Revenue:** \$8-12K

**Investment:** \$2,500 (Easter marketing)

**Key Metrics:** - E-commerce orders: 80-120 - Easter pre-orders: \$5-8K - Website visitors: 1,200-1,800/month - Google Ads ROAS: 4-5x

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**Week 3-4 (Mar 15-31) Focus:** Easter execution + Mother's Day prep

**Deliverables:** - [ ] Easter fulfillment - [ ] Mother's Day collection planning - [ ] First partnership deal closed (hotel or tourism) - [ ] Blog content launch (1-2 posts) - [ ] Email list segmentation - [ ] Loyalty program planning - [ ] Q1 performance review

**Revenue Target:** \$40,000 (Easter peak + e-commerce)

**E-commerce Revenue:** \$10-15K

**Investment:** \$1,500 (Mother's Day prep)

**Key Metrics:** - E-commerce orders: 100-150 - Total Q1 e-commerce: \$26-40K - Email list: 800-1,000 subscribers - Partnership: 1 deal closed

**March Total Revenue Target:** \$75,000

**March Total Investment:** \$4,000

**March E-commerce Revenue:** \$18-27K

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## Q1 2026 Summary

**Total Revenue Target:** \$208,000 (Jan-Mar)

**E-commerce Revenue:** \$26-40K (13-19% of total)

**Total Investment:** \$19,000

**Key Achievements:** - E-commerce launched and operational - 200-350 online orders processed - Email list: 800-1,000 subscribers - Google Ads profitable (4-5x ROAS) - First partnership deal closed - Valentine's and Easter successful

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## Q2 2026: Partnership Expansion (Apr-Jun 2026)

### April 2026

**Theme:** Mother's Day + Partnership Development

**Week 1-2 (Apr 1-14) Focus:** Mother's Day campaign + Partnership outreach

**Deliverables:** - [ ] Mother's Day marketing campaign - [ ] Partnership outreach: Ti-Cats, McMaster, Tourism Hamilton - [ ] Corporate gifting follow-up (Q2 orders) - [ ] Blog content: "Best chocolate gifts for Mom" - [ ] Email segmentation: Gift buyers vs. self-purchasers - [ ] Social media: Mother's Day content

**Revenue Target:** \$35,000

**E-commerce Revenue:** \$10-15K

**Investment:** \$2,500 (Mother's Day marketing)

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**Week 3-4 (Apr 15-30) Focus:** Mother's Day execution + Summer prep

**Deliverables:** - [ ] Mother's Day fulfillment - [ ] Summer product planning (ice cream emphasis) - [ ] Partnership: 2-3 deals in negotiation - [ ] SEO: Summer chocolate content - [ ] Email: Summer flavors preview - [ ] Influencer partnerships (3-5 local micro-influencers)

**Revenue Target:** \$45,000 (Mother's Day peak)

**E-commerce Revenue:** \$12-18K

**Investment:** \$2,000 (influencer partnerships)

**April Total Revenue Target:** \$80,000

**April E-commerce Revenue:** \$22-33K

**April Total Investment:** \$4,500

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**May 2026**

**Theme:** Summer Strategy + Partnership Execution

**Week 1-4 (May 1-31) Focus:** Summer transition + Partnership launches

**Deliverables:** - [ ] Summer product emphasis (ice cream, lighter chocolates) - [ ] Partnership execution: 2-3 active partnerships - [ ] Festival presence planning (Supercrawl, etc.) - [ ] Corporate mid-year check-ins - [ ] Blog: "Summer chocolate storage tips" - [ ] Email: Summer collection launch - [ ] Social: Summer lifestyle content

**Revenue Target:** \$55,000

**E-commerce Revenue:** \$12-18K

**Partnership Revenue:** \$3-5K

**Investment:** \$2,000 (summer marketing)

**May Total Revenue Target:** \$55,000

**May E-commerce Revenue:** \$12-18K

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**June 2026**

**Theme:** Summer Optimization + Mid-Year Review

**Week 1-4 (Jun 1-30) Focus:** Summer sales + Mid-year planning

**Deliverables:** - [ ] Summer marketing campaigns - [ ] Partnership revenue tracking - [ ] Corporate Q3 planning - [ ] Mid-year performance review - [ ] H2 strategy refinement - [ ] Staff training and development - [ ] Inventory planning for Q3-Q4

**Revenue Target:** \$50,000

**E-commerce Revenue:** \$10-15K

**Partnership Revenue:** \$3-5K

**Investment:** \$1,500 (summer campaigns)

**June Total Revenue Target:** \$50,000

**June E-commerce Revenue:** \$10-15K

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## **Q2 2026 Summary**

**Total Revenue Target:** \$185,000 (Apr-Jun)

**E-commerce Revenue:** \$44-66K (24-36% of total)

**Partnership Revenue:** \$6-10K

**Total Investment:** \$8,000

**Key Achievements:** - Mother's Day successful - 2-3 active partnerships launched - E-commerce: 400-600 total orders YTD - Email list: 1,200-1,500 subscribers - Summer product transition smooth

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## **Q3 2026: Scale & Optimize (Jul-Sep 2026)**

### **July-August 2026**

**Theme:** Summer Maintenance + Fall Prep

**Focus Areas:** - Summer sales optimization (ice cream emphasis) - Festival and event presence - Corporate Q4 planning begins - Fall product development - Staff vacation coverage - Inventory build for Q4

**Revenue Target:** \$90,000 (Jul-Aug combined)

**E-commerce Revenue:** \$18-27K

**Investment:** \$3,000 (events, fall prep)

**Key Deliverables:** - [ ] Supercrawl presence (September) - [ ] Corporate Q4 catalog creation - [ ] Fall collection development - [ ] Holiday planning begins - [ ] Partnership expansion (1-2 new deals)

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### **September 2026**

**Theme:** Fall Launch + Holiday Prep

**Focus Areas:** - Fall collection launch - Back-to-school promotions - Corporate holiday outreach begins - Halloween planning - Holiday inventory planning - Staff hiring for holiday season

**Revenue Target:** \$50,000

**E-commerce Revenue:** \$12-18K

**Investment:** \$2,500 (fall marketing, holiday prep)

**Key Deliverables:** - [ ] Fall collection launched - [ ] Corporate holiday catalog distributed - [ ] Halloween collection ready - [ ] Holiday staffing plan finalized - [ ] Q4 marketing calendar complete

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### Q3 2026 Summary

**Total Revenue Target:** \$140,000 (Jul-Sep)

**E-commerce Revenue:** \$30-45K (21-32% of total)

**Total Investment:** \$5,500

**Key Achievements:** - Summer season managed successfully - Fall transition smooth - Corporate Q4 pipeline built - Holiday preparation complete - E-commerce: 800-1,000 total orders YTD

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### Q4 2026: Holiday Peak & Year-End (Oct-Dec 2026)

#### October 2026

**Theme:** Halloween + Holiday Launch

**Focus Areas:** - Halloween execution - Holiday collection launch - Corporate gifting sales acceleration - Email marketing: Holiday gift guides - Google Ads: Holiday keywords - Partnership holiday promotions

**Revenue Target:** \$65,000

**E-commerce Revenue:** \$15-22K

**Corporate Revenue:** \$8-12K

**Investment:** \$4,000 (holiday marketing ramp-up)

**Key Deliverables:** - [ ] Halloween collection sold - [ ] Holiday collection launched - [ ] Corporate orders: 10-15 accounts - [ ] Email: Holiday gift guide series - [ ] Social: Holiday countdown begins

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#### November 2026

**Theme:** Holiday Acceleration

**Focus Areas:** - Corporate gifting peak - Holiday marketing campaigns - E-commerce Black Friday/Cyber Monday - Extended store hours - Partnership holiday promotions - Inventory management

**Revenue Target:** \$95,000

**E-commerce Revenue:** \$20-30K

**Corporate Revenue:** \$15-22K

**Investment:** \$5,000 (holiday marketing peak)



**Key Deliverables:** - [ ] Black Friday/Cyber Monday promotions - [ ] Corporate orders: 15-20 accounts - [ ] Email campaigns: 6-8 sent - [ ] Social media: Daily posts - [ ] Partnership promotions active

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## December 2026

**Theme:** Holiday Peak + Year-End

**Focus Areas:** - Holiday sales maximization - Corporate order fulfillment - Last-minute gift promotions - Customer appreciation - Year-end inventory - 2027 planning

**Revenue Target:** \$120,000

**E-commerce Revenue:** \$25-35K

**Corporate Revenue:** \$20-30K

**Investment:** \$3,000 (last-minute marketing)

**Key Deliverables:** - [ ] Holiday peak managed successfully - [ ] Corporate accounts: 20-25 total - [ ] Year-end customer appreciation campaign - [ ] 2027 strategy finalized - [ ] Staff bonuses and recognition

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## Q4 2026 Summary

**Total Revenue Target:** \$280,000 (Oct-Dec)

**E-commerce Revenue:** \$60-87K (21-31% of total)

**Corporate Revenue:** \$43-64K (15-23% of total)

**Total Investment:** \$12,000

**Key Achievements:** - Holiday season record-breaking - Corporate program: 20-25 active accounts - E-commerce: 1,500-2,000 total orders Year 1 - Email list: 2,500+ subscribers - Partnerships: 4-6 active deals

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## Year 1 Summary (Nov 2025 - Oct 2026)

### Financial Performance

**Total Revenue:** \$698,000 (+30% vs. baseline)

**Channel Breakdown:** - Walk-in: \$524K (75%) - E-commerce: \$105K (15%) - Corporate: \$70K (10%)

**Total Investment:** \$51,000

**Net Profit:** ~\$400K (57% margin maintained)

**ROI:** 784% (profit / investment)

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### Key Achievements

**Brand & Marketing:** - “Hamilton’s Chocolate” brand positioning established - Email list: 2,500+ subscribers - Google Business Profile: 50+ reviews, 4.5+ stars - Social media: 2,000-

3,000 followers - SEO: Top 3 rankings for key Hamilton terms - Blog: 12-24 posts published

**E-commerce:** - Platform launched (Jan 2026) - 1,500-2,000 orders processed - \$105K revenue (15% of total) - 2-3% conversion rate - 3,000+ monthly visitors by Year-end

**Corporate Gifting:** - Program launched (Nov 2025) - 20-25 active accounts - \$70K revenue (10% of total) - Recurring revenue model established

**Partnerships:** - 4-6 active partnerships - Distribution expansion - Brand awareness growth - \$10-15K partnership revenue

**Operations:** - Inventory management system - CRM implementation - Staff training programs - Fulfillment process optimized

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## Year 2 Preview (Nov 2026 - Oct 2027)

### Year 2 Targets

**Revenue Goal:** \$850,000-950,000 (+22-36% growth)

**Channel Mix:** - Walk-in: 65% (\$553-618K) - E-commerce: 20% (\$170-190K) - Corporate: 12% (\$102-114K) - Partnerships: 3% (\$26-28K)

### Year 2 Focus Areas

**Q1 2027:** - E-commerce optimization and scaling - Corporate account expansion (30-40 accounts) - New product line development - Subscription service launch

**Q2 2027:** - Regional expansion (GTA delivery) - Wholesale program launch - Partnership expansion (8-10 deals) - Brand awareness campaigns

**Q3 2027:** - Operational efficiency improvements - Staff expansion - Technology upgrades - Market research for Year 3

**Q4 2027:** - Holiday peak optimization - Corporate program maturity - National expansion planning - Year 3 strategy development

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## Success Metrics Dashboard

### Monthly Tracking

**Revenue Metrics:** - Total revenue vs. target - Channel breakdown (walk-in, e-commerce, corporate) - Average order value by channel - Month-over-month growth

**Customer Metrics:** - New customers acquired - Email list growth - Customer retention rate - Customer lifetime value

**Marketing Metrics:** - Website visitors - Conversion rate - Email open/click rates - Social media engagement - Google Ads ROAS

**Operational Metrics:** - Order fulfillment time - Inventory turnover - Staff productivity - Customer satisfaction score

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## Risk Mitigation

### Identified Risks

- 1. E-commerce Launch Delays** - Mitigation: Buffer time in Q1, backup platform option - Contingency: Delay to Feb if needed, focus on corporate
  - 2. Seasonal Cash Flow** - Mitigation: Build cash reserve in Q4, line of credit - Contingency: Adjust inventory, reduce marketing spend
  - 3. Competition Response** - Mitigation: First-mover advantage, brand positioning - Contingency: Price adjustments, service differentiation
  - 4. Operational Capacity** - Mitigation: Staff training, process documentation - Contingency: Temporary staff, outsource fulfillment
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## Conclusion

This 12-month roadmap provides a clear, actionable path to 30% revenue growth through strategic channel diversification, brand authority building, and operational excellence. The phased approach allows for validation and adjustment while maintaining momentum toward Year 1 goals.

**Critical Success Factors:** 1. Execute Q4 2025 corporate gifting launch 2. Launch e-commerce by January 2026 3. Build email list consistently (100-150/month) 4. Maintain operational excellence 5. Invest in marketing consistently (\$2-5K/month) 6. Monitor metrics and adjust monthly

**Next Steps:** 1. Review and approve roadmap 2. Assign ownership for each quarter 3. Set up monthly review meetings 4. Implement tracking dashboard 5. Begin Q4 2025 execution immediately

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**Document Status:** Complete

**Owner:** Growth Strategy Agent

**Review Frequency:** Monthly

**Next Review:** December 1, 2025