

Week 3-4 All Deliverables - Consolidated

Folder

Chocolat on James - Project Phase 1

Period: November 4-17, 2025

Status: 11/11 Deliverables Complete (100%)

Overview

This folder contains copies of all Week 3-4 deliverables in one convenient location for easy access and review. All non-Pavement-dependent work is complete.

Core Deliverables (11 documents)

1. Growth Strategy Agent (4 deliverables)

- **GROWTH-ROADMAP-12-MONTH-NOV2025.md** - Month-by-month execution plan (Nov 2025 - Oct 2026)
- **PRICING-PRODUCT-STRATEGY-NOV2025.md** - Pricing optimization and product portfolio
- **REVENUE-PROJECTIONS-2026-2027.md** - 2-year financial projections
- **MARKET-EXPANSION-PLAN-NOV2025.md** - Geographic expansion strategy (Hamilton → National)

2. SEO & Content Agent (4 deliverables)

- **SEO-KEYWORD-REPORT-NOV2025.md** - Keyword research and strategy
- **SEO-ONPAGE-PLAYBOOK-NOV2025.md** - Page-by-page optimization guide

- **CONTENT-PILLARS-BLOG-CALENDAR-2026.md** - 12-month blog calendar (15 posts planned)
- **LOCAL-SEO-PLAN-HAMILTON-NOV2025.md** - Local SEO and Google Business Profile strategy

3. Templates & Tools Agent (3 deliverables)

- **CANVA-TEMPLATES-INDEX-NOV2025.md** - 50+ social media template specifications
- **Blog Template** - Included in SEO-ONPAGE-PLAYBOOK-NOV2025.md
- **Email Templates** - Included in CANVA-TEMPLATES-INDEX-NOV2025.md

4. Project Management

- **CONTROL-BOARD-WK3-4.md** - Multi-agent tracking dashboard
 - **EXECUTION-SUMMARY-NOV7-2025.md** - Comprehensive execution summary
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Key Achievements

Growth Strategy

- 12-month roadmap with monthly milestones
- Pricing optimization (+35% increase strategy)
- 2-year revenue projections (\$698K → \$961K)
- 3-year expansion plan (Hamilton → GTA → Ontario → National)

SEO & Content

- Keyword research leveraging proposal-phase work
- Complete on-page SEO playbook (every page type)
- 15 blog posts planned for 2026
- Local SEO dominance strategy (#1 Google Local Pack target)

Templates & Tools

- 50+ Canva template specifications

- Brand guidelines (colors, fonts, logo usage)
 - Posting schedule and content calendar
 - Hashtag strategy
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Document Statistics

Total Documents: 11 deliverables

Total Pages: 190+

Total Words: 50,000+

Completion Rate: 100%

Agent Performance: - Growth Strategy: 4/4  - SEO & Content: 4/4  - Templates & Tools: 3/3 

Document Organization

All files in this folder are **copies** of the originals located in: - /Week 3-4/ (root files) - /Week 3-4/Growth Strategy/ - /Week 3-4/SEO & Content/ - /Week 3-4/Templates & Tools/

Original files remain in their respective folders.

Quick Access Guide

For Immediate Execution (Q4 2025):

1. **GROWTH-ROADMAP-12-MONTH-NOV2025.md** - Start here for Q4 tactics
2. **PRICING-PRODUCT-STRATEGY-NOV2025.md** - Implement pricing changes
3. **LOCAL-SEO-PLAN-HAMILTON-NOV2025.md** - Google Business Profile optimization

For E-commerce Launch (Q1 2026):

1. **GROWTH-ROADMAP-12-MONTH-NOV2025.md** - Q1 2026 section
2. **SEO-ONPAGE-PLAYBOOK-NOV2025.md** - Website optimization
3. **REVENUE-PROJECTIONS-2026-2027.md** - Financial targets

For Content & Marketing:

1. **CONTENT-PILLARS-BLOG-CALENDAR-2026.md** - Blog strategy
2. **CANVA-TEMPLATES-INDEX-NOV2025.md** - Social media templates
3. **SEO-KEYWORD-REPORT-NOV2025.md** - Keyword strategy

For Long-term Planning:

1. **MARKET-EXPANSION-PLAN-NOV2025.md** - 3-year expansion
 2. **REVENUE-PROJECTIONS-2026-2027.md** - Financial modeling
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Implementation Priority

Week of Nov 7 (Immediate):

- [] Review all deliverables
- [] Begin Google Business Profile optimization
- [] Launch corporate gifting outreach
- [] Prepare McMaster event (Nov 21-24)

Week of Nov 14 (Next):

- [] Finalize e-commerce platform decision
- [] Execute McMaster event
- [] Continue corporate outreach
- [] Begin holiday marketing

December 2025:

- [] Holiday sales execution
- [] Corporate order fulfillment
- [] E-commerce setup (if platform selected)

January 2026:

- [] E-commerce launch
 - [] Valentine's Day preparation
 - [] SEO implementation begins
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Pending Work (Awaiting Date)

E-commerce Platform & Pavement Agent: - Pavement answer matrix (awaiting Dale's response) - Fit/risk analysis - Implementation roadmap - Platform recommendation

Status: On hold until Dale responds to follow-up email

Success Metrics

Year 1 Targets (2026):

- Revenue: \$698K-723K (+30-35%)
- E-commerce: \$137K (launch Jan 2026)
- Corporate: \$37K (launch Nov 2025)
- Email list: 2,500+ subscribers
- Google Local Pack: #1 for "chocolate shop Hamilton"

Year 2 Targets (2027):

- Revenue: \$961K (+33%)
 - E-commerce: \$261K (doubling)
 - Corporate: \$97K (maturing)
 - GTA expansion: \$200-300K
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Related Resources

Week 1-2 Deliverables: - See /Week 1-2/ALL-DELIVERABLES/ for research and analysis

Original Proposal: - See /1. Proposal phase/ for initial strategy and research

Project Dashboard: - See [CONTROL-BOARD-WK3-4.md](#) for agent tracking

Last Updated: November 7, 2025

Total Documents: 11 deliverables

Status: All complete and ready for implementation

Next Review: Upon Dale's response + weekly progress check