

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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)

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

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

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

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

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)

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

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

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

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

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

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

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)

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

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

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

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

Document Status: Complete

Owner: Growth Strategy Agent

Review Frequency: Monthly

Next Review: December 1, 2025