

CHOCOLAT ON JAMES

GROWTH STRATEGY PROPOSAL

Executive Summary

THE OPPORTUNITY

Dan's Situation:

- New owner of established chocolate business (\$537K annual revenue)
- Zero online presence, no marketing, no systems
- 14K Instagram followers (dormant)
- Prime James Street North location with 40K McMaster students nearby

The Problem:

- Missing 100% of online sales (competitors all have e-commerce)
- No corporate gifting program (80% of competitors have this)
- No email marketing (losing repeat customers)
- 5x seasonal variance (Dec \$89K vs Jan \$17K)

The Solution:

- **E-commerce launch:** \$75-100K Year 1 revenue
- **Corporate gifting:** \$30-50K Year 1 revenue
- **Email marketing:** \$20-30K Year 1 revenue
- **Local partnerships:** \$15-25K Year 1 revenue

Total Growth Potential: \$140-205K Year 1 (26-38% increase)

YEAR 1 REVENUE PROJECTION

Current Revenue: \$537K
+ **E-commerce:** \$75-100K
+ **Corporate Gifting:** \$30-50K
+ **Email Marketing:** \$20-30K
+ **Partnerships:** \$15-25K
= **TARGET: \$650-700K (+21-30% growth)**

RECOMMENDED APPROACH

Phase 1: Foundation & Strategy (\$4,500)

Duration: 4-6 weeks (Oct-Dec 2025) **Perfect Timing:** During your busy holiday season

What You Get:

1. **Complete Business Analysis** - Competitive research, financial analysis, market opportunities
2. **12-Month Growth Roadmap** - Quarterly milestones and revenue targets
3. **Corporate Gifting Program** - Templates, pricing, outreach process for immediate revenue
4. **Quick Wins Implementation** - Email capture, Google Business Profile optimization
5. **E-Commerce Planning** - Platform selection, product strategy, launch timeline

Why Phase 1 First:

- Get complete strategy before committing to larger investment
- Implement corporate quick wins during December (immediate revenue)
- Prove value before Phase 2 decision
- Perfect timing (you're busy with holidays, we do research)

Phase 2: E-Commerce Implementation (TBD)

Timing: January-March 2026 (after your holiday rush) **Investment:** Quoted after Phase 1 based on final requirements **Approach:** Greg provides architecture/consulting, external developer handles implementation

INVESTMENT & ROI

Phase 1 Investment: \$4,500

- 50% upfront: \$2,250
- 30% at midpoint: \$1,350
- 20% on delivery: \$900

Expected Returns:

- **Corporate quick wins:** \$15-25K revenue (Dec 2025)
- **Email marketing setup:** \$20-30K Year 1
- **Complete strategy:** Foundation for \$140-205K total growth
- **ROI:** 3-6x return on Phase 1 investment

Phase 2 Decision:

- **Investment:** TBD (Quoted after Phase 1)

- **Based on similar projects:** \$9,000-15,000 USD (estimated)
 - **Final pricing depends on:**
 - Photography approach (professional vs. DIY)
 - Number of products (50 vs. 100)
 - Integration complexity (Square POS, etc.)
 - No commitment required now
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WHY THIS WORKS

Perfect Timing:

- Phase 1 during your busy season (we do research while you run business)
- Phase 2 during slow season (perfect for learning new systems)

Risk-Free Approach:

- Start with \$4,500 Phase 1 (prove value first)
- Phase 2 decision after seeing results
- No pressure to commit to everything upfront

I know you're only 2 weeks into ownership, so this might feel like a lot. That's exactly WHY I structured this as Phase 1 first (\$4,500). You get the complete roadmap, implement some quick wins in December, THEN decide on Phase 2. No pressure, no risk.

Proven Results:

- Similar businesses see 20-30% revenue growth in Year 1
 - E-commerce typically generates 15-20% of total revenue
 - Corporate gifting provides steady, high-margin revenue
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NEXT STEPS

To Move Forward:

1. **Review this summary** with your partner
2. **Confirm Phase 1 interest** (\$4,500 investment)
3. **Schedule kickoff call** (target: Week of October 20, 2025)
4. **Begin research phase** immediately

Decision Timeline:

- Please let me know by **Friday, October 17** if proceeding
- Phase 1 delivery: December 15 (before your December rush)
- Phase 2 decision: End of December

Questions?

- Email: info@geartopdesign.com
- Happy to hop on a 15-min call to discuss

This analysis was prepared for Dan Edwards and Chocolat on James on October 14, 2025.

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