

# Week 3-4 All Deliverables - Consolidated Folder

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## Chocolat on James - Project Phase 1

**Period:** November 4-17, 2025

**Status:**  11/11 Deliverables Complete (100%)

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## Overview

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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.

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## Core Deliverables (11 documents)

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### 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


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**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 

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## Document Organization

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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.**

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## Quick Access Guide

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### 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

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### 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 Dale)

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**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

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## Success Metrics

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### 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

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**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

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**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