CANNASHARK CONSULTING

CASE STUDY 01 / THE $5M BUSINESS

THE REAL COST OF STANDING STILL.

Two comparable businesses started in the same place. One kept operating as usual. One built a stronger business with CannaShark.

THE 12-MONTH SEPARATION

$1.70M	**$810K**	**27+ HRS**
MORE REVENUE	MORE OPERATING PROFIT	OWNER TIME RECLAIMED

THE STARTING LINE

Same pressure. Same potential.

Both businesses began with nearly identical financial and operational conditions. The original business continued without outside consulting. The comparable business engaged CannaShark. Every outcome below is measured directly against the no-consulting control.

$5.0M	$400K	8%	60+
ANNUAL REVENUE	OPERATING PROFIT	OPERATING MARGIN	OWNER HOURS / WEEK

01 / FIRST 30 DAYS

Diagnose what is really holding the business back.

CannaShark started with the owner's immediate pain points, then verified them against the financials, workflows, purchasing, staffing, reporting, and sales activity.

STATUS QUO	CANNASHARK PATH
Symptoms stayed symptoms.	**A prioritized execution plan.**
Problems were addressed individually and usually only after becoming urgent.	Profit leaks, bottlenecks, responsibilities, and measurable targets became visible.

THE KEY DISTINCTION

The owner's concerns were not treated as a loose list. They became a sequenced plan: what to fix first, who owned it, how success would be measured, and when the rollout would happen.

The difference was not effort. It was visibility, structure, and execution.

02 / MONTHS 1-6

Reduce costs without weakening the company.

Labor scheduling, purchasing controls, vendor reviews, inventory standards, SOPs, scorecards, and management accountability replaced expensive guesswork.

STATUS QUO	CANNASHARK PATH
+6%	-10%
Increase in controllable operating expenses	Reduction in controllable operating expenses

$325K estimated annual cost advantage

The advantage reflects a combination of direct savings and the expense growth the CannaShark-supported business avoided.

03 / MONTHS 3-12

Turn strategy into repeatable revenue growth.

CannaShark tightened pricing, prioritized profitable customers, organized the sales pipeline, reactivated accounts, assigned ownership, and managed the rollout through weekly performance targets.

STATUS QUO	CANNASHARK PATH
-7%	+27%
Revenue change after another reactive year	Revenue growth through strategy and execution

$1.70M more annual revenue than the no-consulting control

TWELVE MONTHS LATER

The gap became impossible to ignore.

Same starting point. Different systems, different execution, and a dramatically different business.

BUSINESS OUTCOME	STATUS QUO	WITH CANNASHARK	ADVANTAGE
Annual revenue	$4.65M	**$6.35M**	**+$1.70M**
Operating profit	$210K	**$1.02M**	**+$810K**
Operating margin	4.5%	**16.0%**	**+11.5 pts**
Owner involvement	65+ hrs/wk	**38 hrs/wk**	**27+ hrs back**

THE $810,000 DIFFERENCE

The original owner did not stop working. The owner worked harder. But effort without stronger systems did not produce better results.

The CannaShark advantage was not one brilliant idea. It was accurate diagnosis, stronger operations, focused growth strategy, and disciplined execution working together.

YOUR BUSINESS IS ALREADY SENDING SIGNALS

Find the gap before it gets expensive.

Visit cannasharkconsulting.com to schedule a Business Performance Review.

Illustrative composite case study. Companies and figures are hypothetical and demonstrate the potential impact of CannaShark's methodology. Actual results vary.