

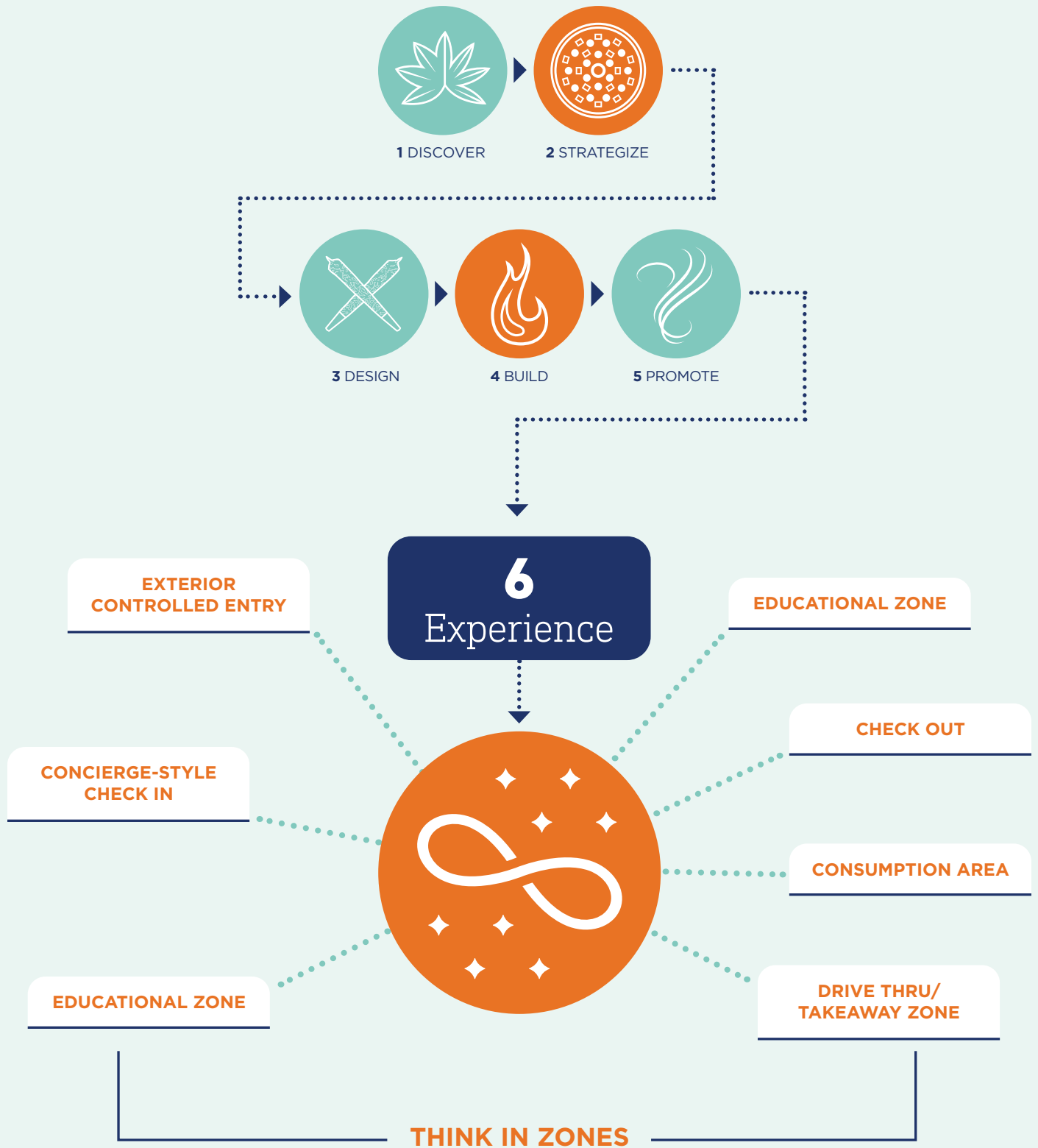
Measurable Processes for Cannabis Retailing

Phase IV

NORTH AMERICA IS POISED TO BECOME the world's largest cannabis market. Check out our proven processes with measurable results that cannabis retailers can follow inside!



We apply our proven shopper strategy to design a **360° Retail Experience.**



Customer Experience

Once your brand is ready to launch, give the customer a multitude of ways to experience your brand and product. Provide convenient yet experiential drive thru & curbside (retail trends point to customers not wanting to leave the car if they don't have to), but also entice them with an element of wow, a sense of destination and a reason to explore everything you have to offer. And, above all, create evangelists that will keep coming back again and again.

Branding

At every touch point

Convenience

Regardless of trip type

Concierge-Like Service

Interior & Exterior

Sense of Wow

To build believers

Cohesion

Every touch point supports the others



EXPERIENTIAL DRIVE THRU



FUNCTIONAL CURBSIDE PICKUP, ENCOURAGING CUSTOMER TO COME INSIDE NEXT TIME



SELF-EXPLORATION MIXED WITH EDUCATION/CONSULTATION ZONES



CONSUMPTION LOUNGE FOR BRAND IMMERSION

Our Capabilities

Today's retail brands should be using the entirety of the space itself to better express the brand's culture and design aesthetic, communicate with guests, and drive desirable buying behavior. Too few are, and traffic is suffering for it. Here's what brands can do to reclaim that traffic and boost sales.



Brand Development



Retail Design & Development



Storefront & Exterior



Large Format Printing



Visual Merchandising



Dimensional Letters



Specialty Fabrication



Shop-in-Shop & Fixtures



Interactive Exhibits
& Props



Event-Based &
Seasonal Marketing



Millwork & Furnishing



Digital & Technology



www.vgsstudiod.com
info@vgs-inc.com

330 Washington Ave.
Carlstadt, NJ 07072

800-203-0301
201-528-2700

330 Washington Avenue
Carlstadt, NJ 07072

800-203-0301 | 201-528-2700
www.vgsstudiod.com

All of the designs, drawings, ideas and concepts expressed herein are the sole property of Visual Graphic Systems Inc, subject to any agreement to the contrary. Any reproduction or use in whole or in part without the written consent of Visual Graphic Systems Inc is prohibited. The information contained in this document is confidential and may not be divulged or distributed other than as intended by the scope of this project. Copyright © 2023 Visual Graphic Systems Inc.