CONFIDENTIAL MARKET BRIEF

Pricing Opportunity Report: Evergreen Market (Sample)

MARKET	STORE	GENERATED
~30 mile market	Evergreen Market (Sample) - Helena	Jun 9, 2026

Report Scope

STORE / ACCOUNT	MARKET RADIUS
Evergreen Market (Sample)	~30 mile market
COMPETITOR COUNT	**DATA WINDOW**
22	Last 30 days for price moves; latest menu check for pricing and assortment.

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Executive Summary

- Evergreen Market (Sample) currently reads as B - 71/100 on menu competitiveness within the selected market scope.
- Overall pricing is 4% above the local market read.
- The largest pricing review item is Vape - 1g cartridge, where the menu is 14% away from the local median.
- The strongest assortment signal is Northern Lights Botanicals, carried by 9 nearby competitors but not observed on this menu.
- 8 competitor price movements were observed in the last 30 days; review the largest category moves before changing price.
- This report is designed as a manager review list: validate margin, inventory depth, and velocity before changing shelf prices.

Decision Brief

DECISION QUESTION

Which prices deserve manager review before the next menu refresh?

COMMERCIAL READ

Evergreen Market (Sample)'s most actionable pricing review starts with Vape - 1g cartridge, where the menu is 14% away from the local median.

RECOMMENDATION

Use the pricing exhibit as a review queue: validate inventory, margin, and sell-through before changing shelf prices.

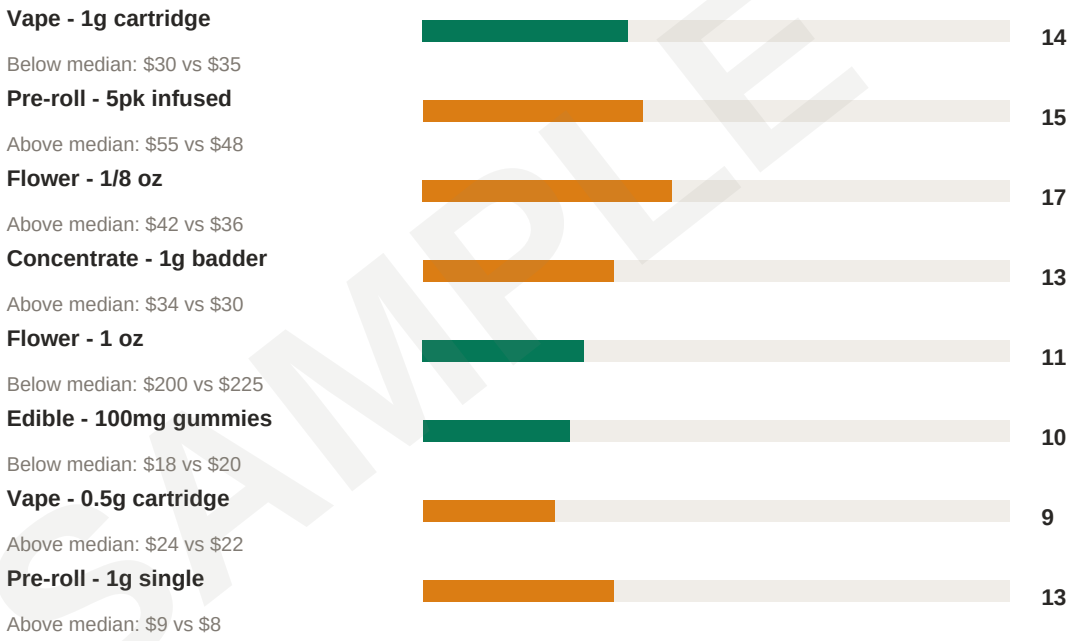
CONFIDENCE

High - broad market set with multiple independent signals.

Exhibits

Exhibit 1 - Largest pricing gaps

Absolute percentage difference between this menu and local median pricing.



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Exhibit 2 - Assortment pressure

STORES

Brands carried by competitors but not currently observed on this menu.

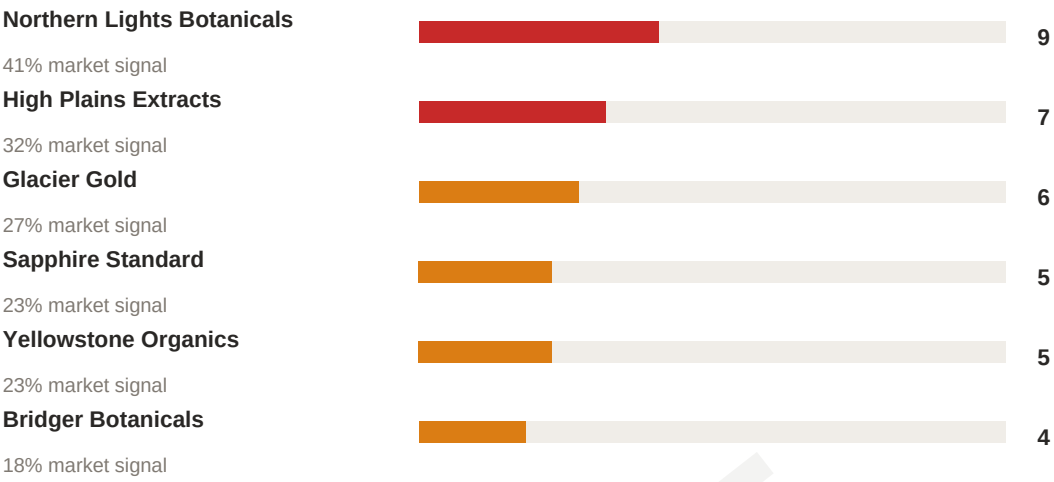


Exhibit 3 - Repricing pressure by category

MOVES

Observed competitor price changes over the last 30 days.



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Recommended Action Plan

P1

Review Vape - 1g cartridge

Why: This metric is 14% below the local median.

Action: Carts sit 14% under the local median on a high-velocity category - likely margin left on the table. Test a $2-3 increase.

Watchout: Do not change price without checking inventory depth, margin target, and recent sell-through.

P2

Review Pre-roll - 5pk infused

Why: This metric is 15% above the local median.

Action: Infused multipacks run 15% rich; fine if quality-led, but the value shopper will notice against nearby menus.

Watchout: Do not change price without checking inventory depth, margin target, and recent sell-through.

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P3	**Review Flower - 1/8 oz** Why: This metric is 17% above the local median. Action: Eighths are 17% over median. Review whether premium positioning supports it or trim toward $37-38.	Watchout: Do not change price without checking inventory depth, margin target, and recent sell-through.
P4	**Review Concentrate - 1g badder** Why: This metric is 13% above the local median. Action: Badder is above median; confirm potency/brand mix justifies it before a buyer flags the gap.	Watchout: Do not change price without checking inventory depth, margin target, and recent sell-through.
P5	**Review Flower - 1 oz** Why: This metric is 11% below the local median. Action: Ounces are 11% under market - strong value signal, but check that margin holds at this price.	Watchout: Do not change price without checking inventory depth, margin target, and recent sell-through.

Analyst Notes

Pricing thesis

Evergreen Market (Sample)'s pricing report is designed as a manager review queue, not an automated price-change list. The strongest items are the metrics with the largest local-median variance.

- Vape - 1g cartridge: $30 vs $35 median (14% below).
- Pre-roll - 5pk infused: $55 vs $48 median (15% above).
- Flower - 1/8 oz: $42 vs $36 median (17% above).
- Concentrate - 1g badder: $34 vs $30 median (13% above).
- Flower - 1 oz: $200 vs $225 median (11% below).

Competitive pressure

Recent competitor movement should be used to decide whether a price gap is strategic or stale.

- Flower: 3 changes, including 3 cuts and 0 increases.
- Concentrate: 2 changes, including 2 cuts and 0 increases.
- Edible: 1 changes, including 1 cuts and 0 increases.
- Pre-roll: 1 changes, including 1 cuts and 0 increases.
- Vape: 1 changes, including 1 cuts and 0 increases.

Key Metrics

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MENU COMPETITIVENESS

B - 71/100

Ranks #9 of 22 for the Balanced strategy.

PRICING POSITION

4% above market

Average menu price position vs local comparable stores.

SKU COUNT

512

Local median: 540

BRAND COUNT

38

Local median: 45

BRAND GAPS

10

Brands competitors carry that this menu does not.

RECENT COMPETITOR MOVES

12

Price changes observed in the last 30 days.

Pricing Review List

Vape - 1g cartridge	You $30 vs median $35	14% below market
Pre-roll - 5pk infused	You $55 vs median $48	15% above market
Flower - 1/8 oz	You $42 vs median $36	17% above market
Concentrate - 1g badder	You $34 vs median $30	13% above market
Flower - 1 oz	You $200 vs median $225	11% below market
Edible - 100mg gummies	You $18 vs median $20	10% below market
Vape - 0.5g cartridge	You $24 vs median $22	9% above market
Pre-roll - 1g single	You $9 vs median $8	13% above market
Flower - 1/4 oz	You $70 vs median $74	5% below market

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Tincture - 30ml	You $40 vs median $38	5% above market
Concentrate - live resin 1g	You $38 vs median $42	10% below market
Edible - chocolate 100mg	You $22 vs median $20	10% above market

Assortment Gaps

Northern Lights Botanicals	9 stores	41% market signal
High Plains Extracts	7 stores	32% market signal
Glacier Gold	6 stores	27% market signal
Sapphire Standard	5 stores	23% market signal
Yellowstone Organics	5 stores	23% market signal
Bridger Botanicals	4 stores	18% market signal
Sweetgrass Co.	4 stores	18% market signal
Continental Divide Cannabis	3 stores	14% market signal
Stillwater Selects	3 stores	14% market signal
Garnet Valley Growers	2 stores	9% market signal

Product Gaps

Live Rosin Cold-Cure 1g	Glacier Gold - Concentrate	8 stores - median $55

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Infused Pre-Roll 5pk	High Plains Extracts - Pre-roll	7 stores - median $48
Disposable Vape 1g	Northern Lights Botanicals - Vape	6 stores - median $40
Blueberry Muffin 3.5g	Yellowstone Organics - Flower	5 stores - median $42
Dark Chocolate Bar 100mg	Sweetgrass Co. - Edible	5 stores - median $22
Live Resin Badder 1g	Sapphire Standard - Concentrate	4 stores - median $36
1:1 CBD:THC Tincture 30ml	Bridger Botanicals - Tincture	4 stores - median $40
Sour Watermelon Gummies 10pk	Stillwater Selects - Edible	3 stores - median $20
Pre-Roll 0.5g 2pk	Continental Divide Cannabis - Pre-roll	3 stores - median $12
Solventless Gummies 100mg	Garnet Valley Growers - Edible	2 stores - median $28

Recent Competitor Movements

100mg Gummies	Copper Mountain Cannabis - Edible - 2026-06-08	Cut 15%
1g Pre-Roll	Glacier Greens - Pre-roll - 2026-06-07	Cut 14%
Rosin Cold-Cure 1g	Big Sky Botanicals - Concentrate - 2026-06-06	Cut 13%
Blue Dream 1g	Garden City Cannabis - Flower - 2026-06-05	Cut 12%
Live Resin Badder 1g	Rimrock Remedies - Concentrate - 2026-06-05	Cut 12%
Sunset Sherbet 1/8 oz	Bitterroot Buds - Flower - 2026-06-04	Cut 11%

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Disposable Vape 1g	Rimrock Remedies - Vape - 2026-06-03	Cut 10%
House Flower 1oz	Big Sky Botanicals - Flower - 2026-06-02	Cut 9%

Methodology

- Pricing comparisons use the selected market radius and local median where enough comparable menu data exists.
- Assortment gaps identify brands and products carried by nearby competitors but not currently observed on this store menu.
- Recommendations are review prompts for operators, not automatic pricing or buying decisions.
- The PDF is generated from saved report results so it can be reviewed again later.

SAMPLE

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