

CONFIDENTIAL MARKET BRIEF

# Pricing Opportunity Report: Evergreen Market (Sample)

**MARKET**

~30 mile market

**STORE**

Evergreen Market (Sample) - Helena

**GENERATED**

Jun 9, 2026

## Report Scope

**STORE / ACCOUNT**

Evergreen Market (Sample)

**MARKET RADIUS**

~30 mile market

**COMPETITOR COUNT**

22

**DATA WINDOW**

Last 30 days for movement data; current menu snapshot for pricing and assortment.

## 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

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**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**

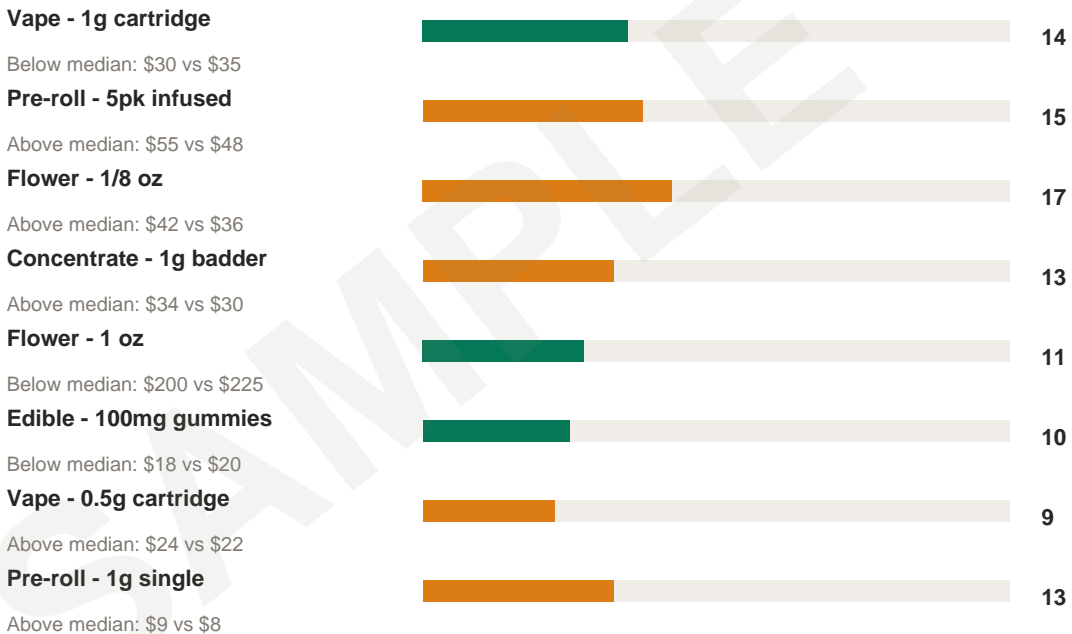
High - broad market set with multiple independent signals.

## Exhibits

### Exhibit 1 - Largest pricing gaps

% OFF MEDIAN

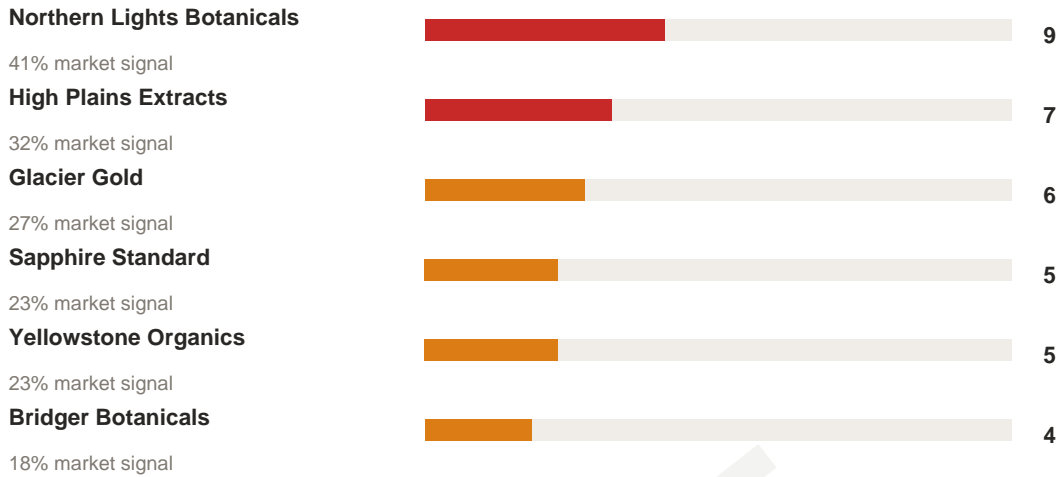
Absolute percentage difference between this menu and local median pricing.



## 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.



## 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

**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

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

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

## Assortment Gaps

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

## Product Gaps

<b>Live Rosin Cold-Cure 1g</b>	Glacier Gold - Concentrate	8 stores - median \$55
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<b>Infused Pre-Roll 5pk</b>	High Plains Extracts - Pre-roll	7 stores - median \$48
<b>Disposable Vape 1g</b>	Northern Lights Botanicals - Vape	6 stores - median \$40
<b>Blueberry Muffin 3.5g</b>	Yellowstone Organics - Flower	5 stores - median \$42
<b>Dark Chocolate Bar 100mg</b>	Sweetgrass Co. - Edible	5 stores - median \$22
<b>Live Resin Badder 1g</b>	Sapphire Standard - Concentrate	4 stores - median \$36
<b>1:1 CBD:THC Tincture 30ml</b>	Bridger Botanicals - Tincture	4 stores - median \$40
<b>Sour Watermelon Gummies 10pk</b>	Stillwater Selects - Edible	3 stores - median \$20
<b>Pre-Roll 0.5g 2pk</b>	Continental Divide Cannabis - Pre-roll	3 stores - median \$12
<b>Solventless Gummies 100mg</b>	Garnet Valley Growers - Edible	2 stores - median \$28

## Recent Competitor Movements

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

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

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## Methodology

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- 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.
- PDF output is generated from the stored report snapshot so the report remains reproducible.

SAMPLE