CONFIDENTIAL MARKET BRIEF

Store Competitive Position 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.

SAMPLE

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.
- 12 competitor price movements were observed in the last 30 days; review the largest category moves before changing price.

Decision Brief

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DECISION QUESTION

Where is this store advantaged or exposed versus its market?

COMMERCIAL READ

Evergreen Market (Sample) reads as B - 71/100. Overall pricing reads 4% above the selected market.

RECOMMENDATION

Treat the report as an operating agenda: review menu competitiveness, price posture, assortment coverage, and recent competitor movement together.

CONFIDENCE

High - broad market set with multiple independent signals.

Exhibits

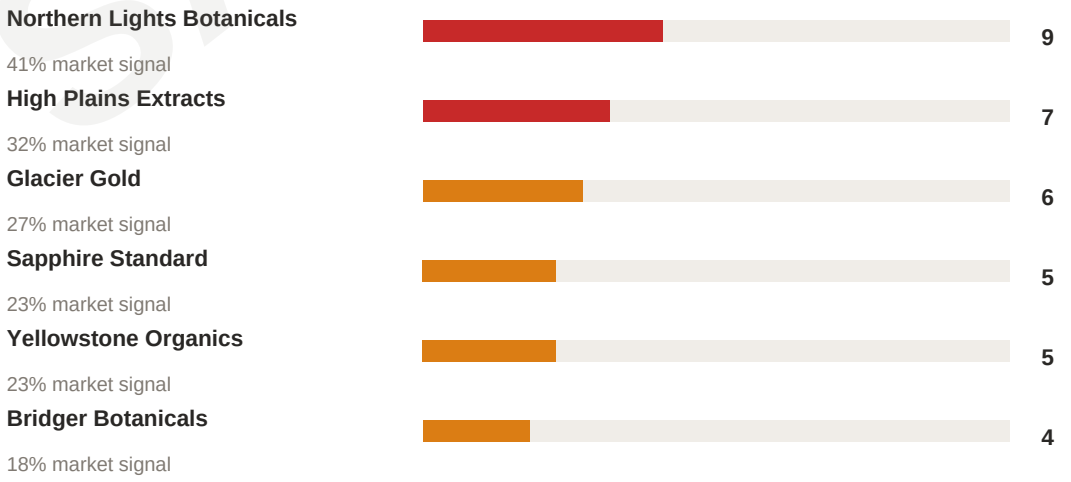
Exhibit 1 - Largest pricing gaps

Absolute percentage difference between this menu and local median pricing.



Exhibit 2 - Assortment pressure

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

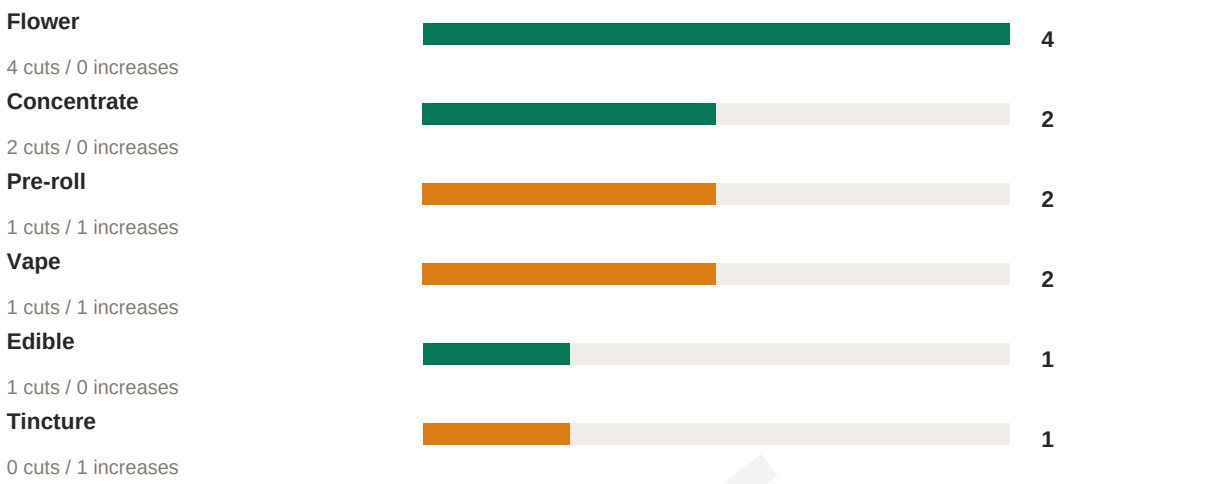


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Exhibit 3 - Recent competitor movement

Observed competitor price changes over the last 30 days.



Recommended Action Plan

P1

Resolve the largest pricing variance: Vape - 1g cartridge

Why: This is 14% away from the local median and should be reviewed before broad menu changes.

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: Keep the decision tied to strategy; value stores may intentionally sit below market while premium stores may not.

P2

Review brand gap: Northern Lights Botanicals

Why: 9 competitors carry it, creating a clear assortment comparison point.

Action: Decide whether this is a true gap, an intentional exclusion, or a vendor conversation.

Watchout: Do not add brands only because competitors carry them; check margin and customer fit.

P3

Audit recent competitor price movement

Why: 12 competitor movements were observed in the last 30 days.

Action: Review category-level movements before adjusting key value items.

Watchout: A competitor price cut may be clearance behavior rather than a durable market reset.

Analyst Notes

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Competitive position read

Evergreen Market (Sample) currently reads as B - 71/100 in ~30 mile market. This combines pricing, assortment breadth, and comparable-store context; it does not grade service, store layout, or marketing.

- Pricing position: 4% above market.
- Largest pricing variance: Vape - 1g cartridge (14% off median).
- Largest brand gap: Northern Lights Botanicals (9 competitor stores).

Defendable advantages

Assortment edges can be useful if they are intentional and tied to positioning, not accidental shelf clutter.

- Saddle Peak Selects: carried by your menu but relatively uncommon in the market (14% market signal).
- Helena Hash Co.: carried by your menu but relatively uncommon in the market (9% market signal).
- Evergreen House Reserve: carried by your menu but relatively uncommon in the market (9% market signal).
- Cabinet Mountains Cannabis: carried by your menu but relatively uncommon in the market (9% market signal).
- Prickly Pear Provisions: carried by your menu but relatively uncommon in the market (5% market signal).

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

Vape - 1g cartridge	You $30 vs median $35	14% below market

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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

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

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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
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%

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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%
Disposable Vape 1g	Rimrock Remedies - Vape - 2026-06-03	Cut 10%
House Flower 1oz	Big Sky Botanicals - Flower - 2026-06-02	Cut 9%
Infused Pre-Roll 5pk	Garden City Cannabis - Pre-roll - 2026-06-01	Raised 8%
1/4 oz Flower	Bitterroot Buds - Flower - 2026-05-31	Cut 8%
Live Resin Cart 1g	Glacier Greens - Vape - 2026-05-30	Raised 7%
Tincture 30ml	Copper Mountain Cannabis - Tincture - 2026-05-29	Raised 6%

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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