

## Licensed Cannabis Retailer RFP Evaluation Workbook

### Geographic Region

A1N

[Better Leaf  
Inc.](#)

[Island Leaf](#)

[Cape D'Or  
Holdings](#)

[Loblaw's](#)

[Canopy  
Growth](#)

### Proponent Name

### Mandatory Criteria

PASS

PASS

PASS

PASS

PASS

### Evaluative Criteria

#### Weighted Score

Proponent Profile and Business Plan

22.85

13.90

24.45

30.00

30.00

Social Responsibility, Safety and Security

23.27

26.44

29.53

32.62

33.46

Physical Store Design and Layout

20.00

1.50

3.50

4.93

19.70

Retail Mix & Geographic Location

15.00

11.00

5.00

5.00

5.00

#### **TOTAL WEIGHTED SCORE**

**81.12**

**52.84**

**62.48**

**72.55**

**88.16**

#### Deduction if co-located with alcohol:

**0.00**

**0.00**

**-10.00**

**0.00**

**0.00**

- Co-located with beer, deduct 10 points

- Co-located with beer, spirits and wine, deduct 25 points

#### **FINAL WEIGHTED SCORE**

**81.12**

**52.84**

**52.48**

**72.55**

**88.16**



**Proponent Profile and Business Plan - 30 points**

**Proponent Name**

Rate the proposal on a scale of 0 to 5 for each of the below items.  
(5 = excellent, 3=satisfactory, 0=does not address). Decimals are acceptable.

**CRITERIA:**

- 1 How well it describes the business & how it is organized.
- 2 How well it addresses the number of full & part time employees
- 3 How well it outlines the companies organizational chart listing duties and responsibilities of identified positions. Does the proposed structure makes sense?
- 4 Rate the key personnel based on the resumes provided and how well they address their related work experience, training and education with respect to:
  - owning and operating a retail store or network of stores;
  - operating in a highly regulated environment (administration of compliance programs), and;
  - creating and/or delivering social responsibility messaging/programming in a retail sales environment.
- 5 Does the proposal address the issue of subcontracting & joint venture arrangements? Does it speak to any relationships with LP's? Do these relationships make sense? Will they impact the performance of the proponent in a positive way?
- 6 **Financial Plan:**  
How sound/strong is the financial plan? Does it address the following points?
  - identifies financing arrangements;
  - provides a draft budget for capital and operating costs for the proposed store;
  - demonstrates understanding of start-up costs and ability to purchase inventory;
- 7 **Sales & Marketing Plan:**  
How good is the Sales & Marketing Plan? Does it comply with expected and existing legislation/regulations?
  - Explain how customers will be informed about products and services. What forms of advertising and marketing strategies will be used?
  - Provide a high-level overview of promotional activities and store branding or advertising plans
  - How will your sales and marketing plan discourage cannabis use by minors?
- 8 **Record Keeping/Auditability:**  
Does the proponent of an electronic POS system? How good are the reporting capabilities? The proposal should describe the systems for logging and reporting purchases and sales of cannabis including the proponents POS system and debit and credit card capabilities.
- 9 **Timeline:**  
The proposal should identify requirements for equipment, infrastructure, inventory, staffing, training, financing and all other items required for operation and provide timelines for completion and eventual start-up date. Points will be deducted where proposed start-up date is later than July 2, 2018.
- 10 **Risk Assessment:**  
The proposal should include a detailed assessment of potential risks and a mitigation plan for ensuring compliance with all regulatory and legislative requirements within the proposed timeline.
- 11 **On-line Presence:**  
The proposal should describe any plans for on-line ordering (to be picked up at an LCR location) and how they would complement the retail premises and provide details of existing or planned Information Technology infrastructure/capacity to support on-line ordering. Preference is for locations that have on-site internet access and email.

	Better Leaf Inc.			Island Leaf			Cape D'Or Holdings			Loblaw's			Canopy Growth		
	Score (0 - 5)	Weight	Weighted Score	Score (0 - 5)	Weight	Weighted Score	Score (0 - 5)	Weight	Weighted Score	Score (0 - 5)	Weight	Weighted Score	Score (0 - 5)	Weight	Weighted Score
1	5.00	1.50	1.50	4.00	1.50	1.20	5.00	1.50	1.50	5.00	1.50	1.50	5.00	1.50	1.50
2	4.00	0.25	0.20	4.00	0.25	0.20	5.00	0.25	0.25	5.00	0.25	0.25	5.00	0.25	0.25
3	4.00	1.00	0.80	4.00	1.00	0.80	4.00	1.00	0.80	5.00	1.00	1.00	5.00	1.00	1.00
4	5.00	1.75	1.75	4.00	1.75	1.40	4.00	1.75	1.40	5.00	1.75	1.75	5.00	1.75	1.75
5	4.00	0.50	0.40	3.00	0.50	0.30	3.00	0.50	0.30	5.00	0.50	0.50	5.00	0.50	0.50
6	2.00	8.00	3.20	1.00	8.00	1.60	4.00	8.00	6.40	5.00	8.00	8.00	5.00	8.00	8.00
7	5.00	3.00	3.00	2.00	3.00	1.20	3.00	3.00	1.80	5.00	3.00	3.00	5.00	3.00	3.00
8	4.00	6.00	4.80	3.00	6.00	3.60	5.00	6.00	6.00	5.00	6.00	6.00	5.00	6.00	6.00
9	5.00	4.00	4.00	3.00	4.00	2.40	3.00	4.00	2.40	5.00	4.00	4.00	5.00	4.00	4.00
10	3.00	2.00	1.20	3.00	2.00	1.20	5.00	2.00	2.00	5.00	2.00	2.00	5.00	2.00	2.00
11	5.00	2.00	2.00	0.00	2.00	0.00	4.00	2.00	1.60	5.00	2.00	2.00	5.00	2.00	2.00
<b>TOTAL WEIGHTED SCORE</b>	<b>46.00</b>	<b>30.00</b>	<b>22.85</b>	<b>31.00</b>	<b>30.00</b>	<b>13.90</b>	<b>45.00</b>	<b>30.00</b>	<b>24.45</b>	<b>55.00</b>	<b>30.00</b>	<b>30.00</b>	<b>55.00</b>	<b>30.00</b>	<b>30.00</b>

**Social Responsibility, Safety and Security - 35 Points**

**Proponent Name**

Rate the proposal on a scale of 0 to 5 for each of the below items.  
(5 = excellent, 3=satisfactory, 0=does not address). Decimals are acceptable.

CRITERIA:	Better Leaf Inc.			Island Leaf			Cape D'Or Holdings			Loblaw's			Canopy Growth		
	Score (0 - 5)	Weight	Weighted Score	Score (0 - 5)	Weight	Weighted Score	Score (0 - 5)	Weight	Weighted Score	Score (0 - 5)	Weight	Weighted Score	Score (0 - 5)	Weight	Weighted Score
1 Describe measures that will be employed to ensure that minors do not gain access to cannabis.	3.83	5.00	3.83	4.00	5.00	4.00	4.33	5.00	4.33	4.67	5.00	4.67	4.67	5.00	4.67
2 Describe strategies for educating staff about the socially responsible consumption of cannabis.	3.17	2.00	1.27	3.50	2.00	1.40	4.00	2.00	1.60	4.67	2.00	1.87	5.00	2.00	2.00
3 Describe any existing or planned social responsibility initiatives.	3.17	1.00	0.63	3.67	1.00	0.73	4.00	1.00	0.80	4.50	1.00	0.90	4.67	1.00	0.93
4 Describe any existing or planned relationships with community organizations with an interest in providing remedy to the negative effects of cannabis consumption.	3.33	1.00	0.67	3.33	1.00	0.67	4.00	1.00	0.80	4.67	1.00	0.93	5.00	1.00	1.00
5 Describe how the Proponent will educate consumers about the responsible use of cannabis and measures the Proponent will undertake to discourage overconsumption.	3.50	2.00	1.40	3.83	2.00	1.53	3.67	2.00	1.47	4.67	2.00	1.87	4.83	2.00	1.93
6 Describe how the Proponent will communicate Federal, Provincial and Municipal laws and regulations regarding the purchase, transport, storage, sale, consumption and/or destruction of cannabis.	3.17	1.00	0.63	3.67	1.00	0.73	4.33	1.00	0.87	4.50	1.00	0.90	4.67	1.00	0.93
7 Describe the strategy and methodology the proponent will use to ensure regulatory requirements associated with the purchase, transport, storage, sale, consumption and/or destruction of cannabis are met.	3.33	5.00	3.33	3.50	5.00	3.50	4.00	5.00	4.00	4.67	5.00	4.67	4.83	5.00	4.83
8 Describe strategy to ensure safety and security of the retail premises and the safety and security of staff and consumers.	3.17	5.00	3.17	4.17	5.00	4.17	4.33	5.00	4.33	4.67	5.00	4.67	4.83	5.00	4.83
9 Describe strategy and infrastructure to be employed to ensure secure storage of cannabis inventory.	3.17	5.00	3.17	3.83	5.00	3.83	4.50	5.00	4.50	4.67	5.00	4.67	4.83	5.00	4.83
10 Describe strategies to address community concerns regarding safety associated with the retail premises.	3.17	5.00	3.17	3.67	5.00	3.67	4.33	5.00	4.33	4.67	5.00	4.67	4.50	5.00	4.50
11 Proposals should describe any plans for providing product knowledge and awareness training to staff.	3.33	3.00	2.00	3.67	3.00	2.20	4.17	3.00	2.50	4.67	3.00	2.80	5.00	3.00	3.00
<b>TOTAL WEIGHTED SCORE</b>	<b>36.34</b>	<b>35.00</b>	<b>23.27</b>	<b>40.84</b>	<b>35.00</b>	<b>26.44</b>	<b>45.66</b>	<b>35.00</b>	<b>29.53</b>	<b>51.03</b>	<b>35.00</b>	<b>32.62</b>	<b>52.83</b>	<b>35.00</b>	<b>33.46</b>

**Physical Store Design and Layout - 20 Points**

Select appropriate Tier below, based upon the following definitions:

**• Tier 1: Stand-alone (Maximum Score=20)**

Completely stand-alone retail location selling only cannabis and cannabis accessories store restricted to persons of legal age as defined in Provincial legislation with its own dedicated exterior entrance. The proposed store cannot have cross-access with any other type of retail operations.

**• Tier 2: Store-Within-a-Store (Maximum Score=15)**

Completely enclosed area within an existing retail operation exclusively for the sale of cannabis and cannabis accessories restricted to persons of legal age as defined in Provincial legislation with a shared exterior entrance

**• Tier 3: Dedicated Service Desk & Cash Counter (Maximum Score=10)**

Discrete location within an existing retail store that is separate from the main cash counter with appropriate signage, a dedicated cash counter, and secure wall mounted or under-cabinet storage for cannabis and cannabis accessories that keeps products out of sight and limits incidental viewing

**• Tier 4: Behind the counter (Maximum Score=5)**

Shared space at existing cash counter in a retail store with secure wall mounted or under-cabinet storage for cannabis and cannabis accessories that keeps products out of sight and limits incidental viewing

1 Select appropriate tier

Rate the proposal on a scale of 0 to 5 for each of the below items.

(5 = excellent, 3=satisfactory, 0=does not address). Decimals are acceptable.

**CRITERIA:**

2 Describe the type of construction and age of the building. How well do these features align with other aspects of the proposed LCR?

3 Provide hours of operation - are there any limitations that may restrict access?

4 Provide a drawing of the floor plan of the establishment, showing the size (including total square footage) and general location of all relevant features, including (but not limited to):

- cash register(s);
- doorways and fire exits;
- all areas where cannabis will be stored;
- location of security camera(s);
- location and capacity of parking, and;
- scalability of Business

**Proponent Name**

	Better Leaf Inc.			Island Leaf			Cape D'Or Holdings			Loblaw's			Canopy Growth		
	1			1			4			4			1		
	Score (0 - 5)	Weight	Weighted Score	Score (0 - 5)	Weight	Weighted Score	Score (0 - 5)	Weight	Weighted Score	Score (0 - 5)	Weight	Weighted Score	Score (0 - 5)	Weight	Weighted Score
2 Describe the type of construction and age of the building. How well do these features align with other aspects of the proposed LCR?	5.00	2.00	2.00	0.00	2.00	0.00	5.00	2.00	0.50	5.00	2.00	0.50	5.00	2.00	2.00
3 Provide hours of operation - are there any limitations that may restrict access?	5.00	3.00	3.00	2.50	3.00	1.50	5.00	3.00	0.75	4.50	3.00	0.68	4.50	3.00	2.70
4 Provide a drawing of the floor plan of the establishment, showing the size (including total square footage) and general location of all relevant features, including (but not limited to):	5.00	15.00	15.00	0.00	15.00	0.00	3.00	15.00	2.25	5.00	15.00	3.75	5.00	15.00	15.00
<b>TOTAL WEIGHTED SCORE</b>	<b>15.00</b>	<b>20.00</b>	<b>20.00</b>	<b>2.50</b>	<b>20.00</b>	<b>1.50</b>	<b>13.00</b>	<b>20.00</b>	<b>3.50</b>	<b>14.50</b>	<b>20.00</b>	<b>4.93</b>	<b>14.50</b>	<b>20.00</b>	<b>19.70</b>

**Retail Mix & Geographic Location - 15 Points**

1 Select the appropriate response with respect to co-location:

- 1 - No Co-Location with Alcohol
- 2 - Co-Located with Beer
- 3 - Co-Located With Spirits

2 Is the Proposed LCR within 300 meters of schools, playgrounds, daycares or games arcades?

Rate the proposal on a scale of 0 to 5 for each of the below items.  
(5 = excellent, 3=satisfactory, 0=does not address). Decimals are acceptable.

**CRITERIA:**

- Proximity to major population centers (closer is better)
- Proximity to major retail developments (closer is better)
- Proximity to main roads/highways (closer is better)

**Proponent Name**

		Better Leaf Inc.			Island Leaf			Cape D'Or Holdings			Loblaws			Canopy Growth		
		1 No Co-Location With Alcohol			1 No Co-Location With Alcohol			2 Co-Located with Beer			1 No Co-Location With Alcohol			1 No Co-Location With Alcohol		
		No			No			Yes			Yes			Yes		
		Score (0 - 5)	Weight	Weighted Score	Score (0 - 5)	Weight	Weighted Score	Score (0 - 5)	Weight	Weighted Score	Score (0 - 5)	Weight	Weighted Score	Score (0 - 5)	Weight	Weighted Score
		5.00	5.00	5.00	3.00	5.00	3.00	5.00	1.67	1.67	5.00	1.67	1.67	5.00	1.67	1.67
		5.00	5.00	5.00	3.00	5.00	3.00	5.00	1.67	1.67	5.00	1.67	1.67	5.00	1.67	1.67
		5.00	5.00	5.00	5.00	5.00	5.00	5.00	1.67	1.67	5.00	1.67	1.67	5.00	1.67	1.67
<b>TOTAL WEIGHTED SCORE</b>		15.00	15.00	15.00	11.00	15.00	11.00	15.00	5.00	5.00	15.00	5.00	5.00	15.00	5.00	5.00