



# UMA FLOWERS

**Apprenticeship Program**

**Session #1**

**May 2 – July 22, 2022**

## Detailed Curriculum of Program

### Getting Started (week 1):

This week will be an opportunity for the apprentice to learn from the owners on the first steps that need to be taken to open a retail cannabis dispensary. The main topic that will be discussed is:

- Developing your identity
  - The apprentice will have an opportunity to understand why it's so important to develop your identity for your future start up. One of the main things that will help the Town/City understand why you want to open a cannabis business is if you can explain why you are interested in opening a cannabis business.

### Town Permitting Process (week 2):

This week will be an opportunity for the apprentice to learn from the owners about the town permitting process and requirements.

- Reviewing processes required for Town Permitting
  - The apprentice will receive a high-level understanding of what a specific Town (Pepperell will be the example town) requires to open a dispensary. This will include, reviewing town by-laws and receiving an overview of other requirements
  - The apprentice will have the opportunity to sit with the owners to learn about the different professionals needed on the team to go through the town permitting process

### State Licensing Process (week 3):

This topic will be an opportunity for the apprentice to learn from the owners on the state licensing process and requirements

- Review processes required for state licensing
  - The apprentice will receive a high-level understanding of what is required by the state of MA to receive a license to open a retail cannabis dispensary
  - The apprentice will have the opportunity to sit with the owners to learn about the different professionals needed on the team to go through the state licensing

### Building a Business (week 4):

This topic will be an opportunity for the apprentice to get a high-level understanding of what is required to create your business.

- Creating the business
  - The apprentice will learn about the legal requirements to open a business. This will include creating an entity, opening a bank account, creating a business plan etc.

- The apprentice will have an opportunity to learn about developing a plan for how the business will run. This will include the customer experience in the shop, and flow of business.
- Developing a brand
  - The apprentice will have the opportunity to learn about what is needed to develop your brand. This includes logo design, website, social media etc.

### **Staffing for Retail Shop (week 5):**

This topic will be an opportunity for the apprentice to learn from the general manager about the steps taken to hire staff for a cannabis retail store.

- Developing roles and standard operating procedures
  - Before hiring staff, the business owner must know what type of people need to be hired and for what position. They also need to develop standard operating procedures, so each role has defined responsibilities
- Hiring Process
  - The manager will discuss the processes taken to hire the right staff

### **Preparing for Opening Business (week 6)**

This topic will be an opportunity for the apprentice to learn from the manager about the final steps that are taken to prepare for opening business.

- Final Permitting with Town & Final Licensing with State
  - There are several processes and inspections that need to take place prior to getting the green light to opening
- Researching wholesale vendors & purchasing accessories
  - The manager will discuss the process for working with wholesale vendors to get products and accessories
- Training staff
  - The manager will go into high level detail about the processes taken to prepare staff for shop opening
- Payroll/HR
  - The manager will review the items related to payroll/HR that are necessary for business

### **Business is Open! (week 7)**

This topic will be an opportunity for the apprentice to learn from the manager the details about what it takes to maintain a good running cannabis retail shop

- Maintaining inventory
  - The manager will review the processes required by the state to remain compliant with state requirements regarding inventory
  - The manager will review processes for maintaining sufficient inventory
- Maintaining good standing for compliance with CCC
  - The owner will review the best practices for remaining compliant with CCC regulations

- Marketing & maintaining social media
  - The owner will review how Uma Flowers markets and maintains their social media to attract new customers

### **Shadowing Staff (weeks 8- 12)**

This will be opportunities for the apprentice to shadow different staff members in their roles to learn, observe, and understand their responsibilities and how the specific roles play an integral part in running a smooth operation. Below are listed the different positions that will be shadowed:

- Reception/Security (week 8)
- Budtender (week 9)
- Cashier (week 10)
- Inventory (week 11)
- General Manager (week 12)

Uma Flowers is so excited to offer this apprenticeship to interested individuals. This is a new program and being launched for the first time, when applying, if you have anything specific, you'd like get out of this program, we are open to hearing those suggestions!