

Helping Humble Root deliver on their growth goals

Challenge:

- Three years into the business, this delivery dispensary was growing incredibly fast and had the profits to show for it. But to keep moving forward, they needed insight into how the business was really doing. They needed to know what set the company apart and whether the pricing strategy aligned with their value. They also needed timely and accurate information about financials, cash holdings and inventory, and more robust controls (like other cannabis companies, they faced theft issues). Money and margins were always tight.
- The owners sought support for achieving the next stage of growth. Knowing the unique challenges of small business owners and the cannabis industry, the pros at Kukuza Associates gave them a firmer grasp of the business, with clear objectives and a strategic roadmap.

Solution:

- A rapid assessment of the company's financial and operational health confirmed the gaps to growth. We helped define the value proposition (broad set of quality products and dependable service) and recommended price adjustments. And we outlined big changes to operations across accounting, finance, IT and HR.
- Accounting pros conducted a top-to-bottom validation of the balance sheets, scrubbed and reset QuickBooks accounts, and tested and validated the inventory system. A clearer view of the business has taken shape as the company is now set up to produce more reliable financial information on a consistent basis.

Results:



Consistent, reliable internal processes



Dramatic improvements in margins



Key metrics for business decisions



Strategic roadmap, with a prioritized agenda



Streamlined operations



A clear path for growth

“ Business was booming, but we knew we couldn't achieve our goals without significant changes. Kukuza Associates gave us exactly what we were missing—timely, accurate information on how our business is doing today and what we need to do to get to the next step in our journey. ”
— Javier Hernandez, Director



At a glance

Company type:

Startup, private

Segment of cannabis industry:

Delivery dispensary

Solution areas:

Rapid Assessment, Strategic Finance, Outsourced Accounting, Financial Reporting & Analysis

About the client:

Established in 2015, Humble Root offers same-day delivery of a variety of cannabis products around the Greater Sacramento area. Experiencing fast growth early, the delivery dispensary didn't want to lose momentum as they set out to expand.

About Kukuza Associates

Kukuza Associates™ LLC is a Silicon Valley-based consulting firm dedicated to helping cannabis businesses go further, faster with great finance that's steeped in sound operations. As a RoseRyan company, we deliver strategic finance, outsourced accounting, financial reporting and analysis, internal controls and business transaction support, and our roots in cannabis go back to 2014.

Learn more about our robust, flexible solutions at www.kukuzaassociates.com

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