

Why I Switched to Leaf Trade

The Problem:

Zack Swan is the Director of Sales and Marketing at MUV, a brand of cannabis products started by AltMed Enterprises. Before their recent merger with Verano, MUV hit a hurdle with its recreational cannabis rollout.

New testing regulations went into effect in Arizona in November 2020. These new regulations slowed their supply and created a backlog of inventory. Then three months later, before MUV's backlog was alleviated, recreational launched, which only added to the existing backlog.



The platform MUV was using at the time of the rollout didn't provide transparency to real-time inventory. Not having the ability to see stock meant customers were buying more products than was available. MUV needed a platform that gave them a complete understanding of their supply chain and allowed them to communicate their available inventory to customers effectively.

"We had to completely stop using the other platform cause it was hurting us more than helping us," says Swan. "When the merger with Verano went through, people kept telling me about Leaf Trade. I was a little skeptical at first, but when we got the demo, I said, 'Oh my God, it's doing all the things the other platform doesn't do.'"

The Solution:

With the supply constraints, MUV needed a platform like Leaf Trade to provide transparency to their entire supply chain. Leaf Trade allowed their customers to see the available supply so MUV could catch up with their backlog. And as an added benefit, the MUV sales team saw the value in Leaf Trade and happily accepted the new platform.

"It's always funny when the salespeople are pushing for technology," says Swan. "That's not always the case, but when you've got your sales guys beating down operations saying, you need to get this platform, you know you've definitely got a good product."

