




ZAMZARA

Our plan is to start an educational platform to further educate and expand reach throughout the market about the services provided at Zamzara at the professional level. We found out that not only is there a lack of educational content on medical marijuana in Thailand, which led some users in Thailand reporting some negative feedback due to misuse, heavily impacting the cannabis society's image in a negative way.

- We believe that by distributing educational contents and educating our target audience, it can potentially increase the credibility level of the dispensary.




Benefits of medical marijuana based on research:

- Treatment for chronic pain in adults
- Treatment for chemotherapy-induced nausea and vomiting
- Improves patient-reported multiple sclerosis spasticity symptoms
- Improves sleep for individuals with specific conditions, including fibromyalgia and obstructive sleep apnoea syndrome
- Reduces seizures for individuals with rare childhood epilepsy disorders

Harmful effects:

- Plausible cause of confusion, anxiety and paranoia
- Increases the risk of diseases such as lung cancer if smoked with tobacco
- Regular use has been linked to an increased risk of psychotic illness



ESTIMATED VALUE OF THE CANNABIS MARKET IN THAILAND, 2022

Have a Nice High

Unit: million baht

Upstream products	Midstream products	Downstream products
• Dried flowers 8,123	• Extracts 12,410	• Medicines and supplementary foods 1,500
• Dried leaves 1,128	• Oils 1,383	• Food and beverages 800
• Seeds 140	• Hemp fabric 896	• Apparel and personal care items 250
• Other parts 224	Total 14,690	Total 3,750
Total 9,615		

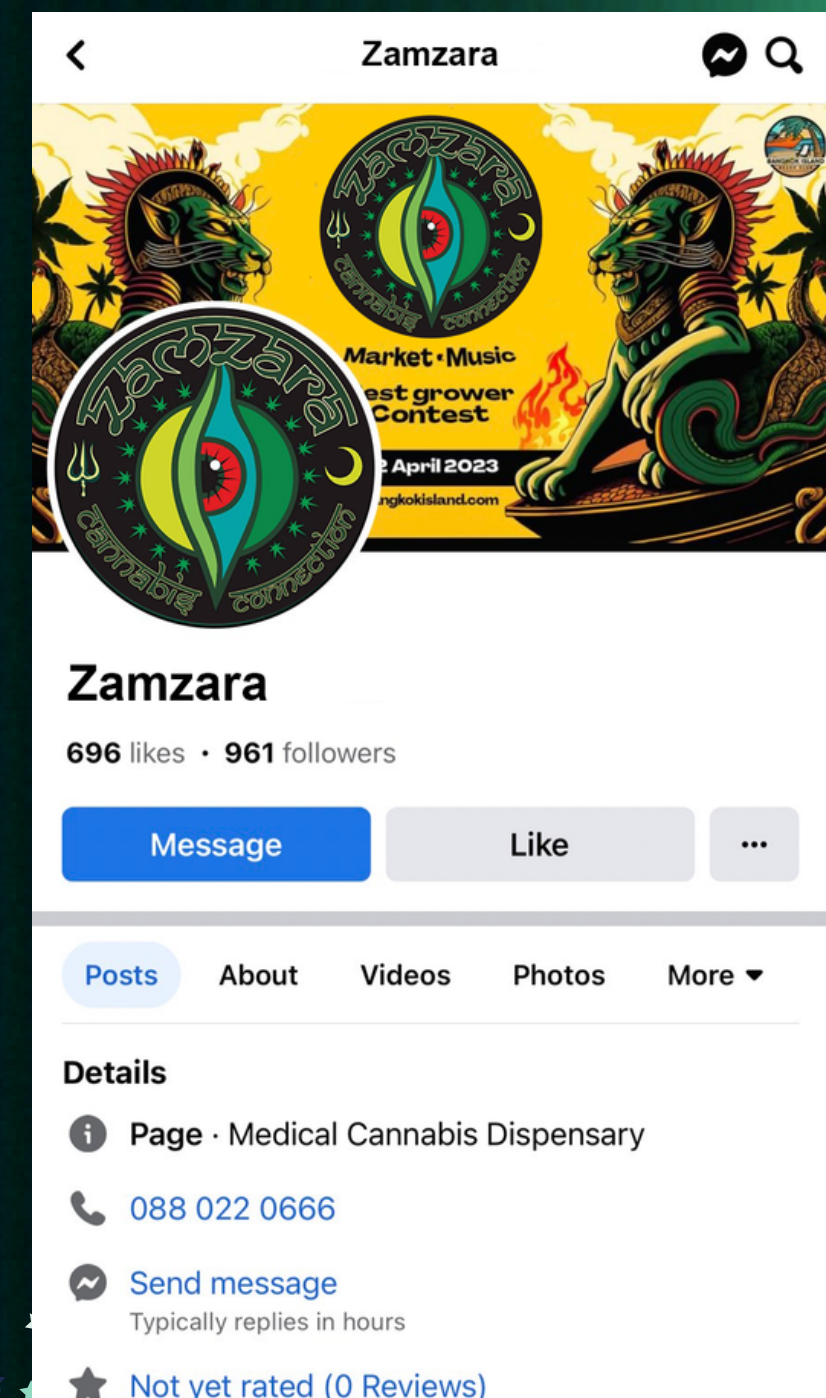
About Medical Marijuana in Thailand

- As of June 9th, 2022, Cannabis or Marijuana of been removed and decriminalized from category 5 narcotics list. After the decriminalization of marijuana, the boom of dispensaries started. As of 2023, we can see many dispensaries opening up in crowded and touristy areas like Thonglor, Ekkamai and Khaosan Road.

OBJECTIVE

- Get young adults age 20-30 years old to use Zamzara for more education on cannabis and visit Zamzara's online and offline platforms

- Our plan is to start an educational platform to further educate and expand reach throughout the market about the services provided at Zamzara, both in terms of medical and recreational use. We have also found out that not only is there a lack of educational content in Thailand currently and some users in Thailand reported some negative feedback which is heavily impacting the cannabis society's image.



HAVE A NIGHT HIGH



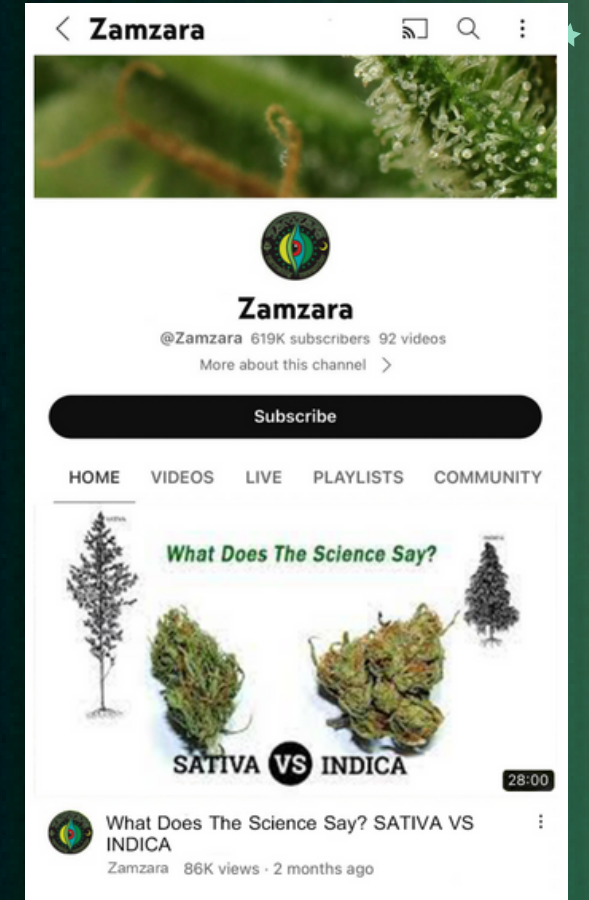
STRATEGY

Create new packaging (Internal rebranding)

- * Incorporating new designs that distinguish symptoms or effects that are given from the specific strain that consumers bought.
- * From our research, we can see many dispensaries across Thailand use a variety of packaging, such as glass containers, zip-lock bags and sealed plastic containers. What we noticed was the lack of labelling what are the symptoms that will be received from using this strain, what substance and how much of it is in the specific products and other information that are important for the users to know before using.

CREATE EDUCATIONAL CONTENT THAT CAN BE USED TO MARKET THE ZAMZARA BRAND

- * We view that with the wrong use of medical marijuana can lead to unwanted symptoms or effects which would end up giving users a non-pleasant experience
- * Also, as mentioned above, not much information is distributed in Thailand currently. We view this as an opportunity to expand their reach while educating on marijuana. It has the potential to become one of the main parts of the brand itself.



EVALUATION OF THE PROJECT, BASED ON THE OBJECTIVE

- Social media
- Amount of interaction that happened on all social media platforms
- Amount of search for Zamzara on all online platforms
- Survey on the audiences feedback after the interaction with the new design of the package and social media platforms
- Video platform
- Evaluate amount of views and comments
- Amount of shares of the videos
- Amount of viewers interaction with the direct link inserted under the videos to connect viewers towards our social media platforms
- Package redesign
- Customers feedback on using the new package
- Company feedback

FEEDBACK

- K.Golf expresses his appreciation for the educational content, he believes that it is effective because there is not much information distributed in Thailand currently. He views this as an opportunity to expand their reach while also educating people on marijuana.

- He stated that the old design lacks labelling, what are the symptoms that will be received from using this strain, what substance and how much of it are included in the product. He believes that it is important for the users to know before using, in order for customers to have a better experience with the product



HAVE A NIGHT HIGH

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