What you should know about Cannabis Delivery

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By WM Product Team

If you're in a state that allows cannabis delivery you're in luck -- delivery can be a great way for businesses to expand, and for consumers to get cannabis conveniently. It also doesn't hurt that according to our **2021 Cannabis in America** report, cannabis consumers are shifting to delivery options more often with 60% choosing delivery in H1 2021, versus only 40% in H1 2020.

With the demand for cannabis on the rise, delivery seems sure to continue its upward trajectory. But whether you're a consumer or a business, there are a few things to know about this still-emerging market option.

Dynamic delivery
Cannabis delivery regulations typically allow two types of cannabis delivery usually referred to as either standard or dynamic.

- **Standard delivery** is probably the most familiar since it's the kind of delivery used for pizza and other to-go food. Every item in the delivery vehicle must be associated with an order. How many orders can be delivered at once depends on route efficiency and regulatory limits.
- **Dynamic delivery** allows for a certain amount of inventory to be carried in the vehicle even though it hasn't been ordered yet. That way, drivers can receive orders as they are placed, and respond while out on a delivery run or waiting in the delivery area. This gives a delivery operation more flexibility with its service coverage, and allows organizations to deliver to areas farther away from their home base (as regulations allow).

Menu selection
For businesses, an important way to reach potential customers is to always have their online menu up-to-date and in sync with point-of-sale (POS) systems. A fully integrated menu gives customers confidence that what's listed is in stock, so they aren't surprised when the product they try to purchase isn't available.

Having a diverse array of products on the menu, in terms of both brands and items, appeals to consumers. The amount of each category will depend on the demographics of your customers.

Logistics and delivery platform software
Businesses looking to offer deliveries should have a good delivery and logistics platform, such as the one from **Cannveya**, powered by Weedmaps. While having a good user experience is important for a delivery platform, the most important part of any cannabis software is that it helps businesses stay compliant by integrating with Metrc or another cannabis compliance software.

A delivery and logistics platform should also be able to help you follow the regulations and parameters set out by your state's oversight agency, organize deliveries using the most efficient routes possible, accept customer signatures, and much, much more.

Driver reminders and checklists
Keeping customers happy means keeping track of orders and the location of drivers. Businesses that are just getting started will need to develop delivery procedures based on compliance, profitability, and customer service. It's important to train drivers on these procedures and do all you can to make sure all the steps are followed.

Best practices include reminders,checklists, and a time-clock login, either in the vehicle or in the driver's app. Checklists can confirm that they have a valid driver's license, insurance, phone, and petty cash. Some systems incorporate this checklist into the delivery app, so the driver is forced to review the checklist each time.

Have questions about cannabis delivery and the solutions offered by Cannveya? Visit the **Cannveya website** for more information, or **complete our contact form** and we will contact you soon with more details.