EA Grown

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Institution

# About EA Grown

EA Grown is a renowned pharmaceutical company that produces certified medical marijuana for the patient suffering from pain due to chronic diseases. Medical marijuana is used for the treatment of chronic diseases, seizure disorder, nerve pain, HIV/AIDs, cancer, and even muscle spasms. There are many means of taking medical marijuana drugs, depending upon the patient’s condition. Key players in treating illness with medical marijuana are physicians, pharmacist, and department of healthcare. With increasing awareness on the effects of using medical marijuana, legal cannabis is legalized in many states. Medical marijuana is legalized in most European countries, EA Grown is still struggling to legalize their drugs in few States in America.

# Marketing Research

Many marketing research on legal marijuana has been done by EA Grown and by other stakeholders as well. Medical marijuana has a market size of almost 13.8 billion $, and the market is expanding due to awareness of drugs (Grand View Research, 2018). EA Grown has conducted marketing research on cannabis and its effect on patients with neurological disorders, arthritis, cancer, and Parkinson's disease. With increasing chronic and neurological diseases, demand for legal marijuana is increasing. To meet the increasing demand for legal cannabis, EA Grown has to take many steps to increase its production (P Kotler, 2010).

# Decisions

The company is planning to install its production facility in Alabama, Ohio, South Dakota, Texas, and Utah. Opening production facilities at 5 key location will help the company in delivering its products throughout the United States. EA Grown has also devised many strategies to increase its marketing demand. It is expected that by 2025, the demand for legal cannabis will increase by 23.9 percent due to the growing disease burden of chronic pains (AC Bradford, 2018). Company’s 2025 plan for increasing its sales network depends on its production capacity and distribution network.

# References

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Grand View Research. (2018). Legal Marijuana Market Size, Share & Trends Analysis Report By Type (Medical Cannabis, Recreational Cannabis), By Product Type, By Medical Application (Cancer, Mental Disorders), And Segment Forecasts, 2019 - 2025. *Grand View Research*. Retrieved from https://www.grandviewresearch.com/industry-analysis/legal-marijuana-market

P Kotler, G. A. (2010). *Principles of Marketing.* Pearson education.