

# ELEVEN CANNABIS CO. ISN'T LOOKING TO MAKE A HUGE PROFIT FROM EVERY CUSTOMER.

Instead, Eleven wants to create a lasting bond with its customers. "We're just looking to bring a customer in, make them realize 'Wow, what great prices. This is where I want to shop!' and continue having a good experience during their shopping time. Not just that one transaction, but for good." said **Rugger Bates**, store manager. Eleven opened on November 11, 2024 and has been buzzing ever since.

The store specializes in providing customers high quality products at great prices. "We're in an area where it seems like people prefer nicer products than other stores that I've been at. I definitely search for what the community

around us would like." Bates said. "Bang for buck that I can pass on to the consumer." Bates compares deals at other shops to Eleven. "I stalk all these stores all the time." Sometimes he looks on other cannabis websites or Weedmaps to see what other stores are offering; like what new strands they have, and what deals they offer to stay one step ahead of the competition. If there's an item customers want but Eleven doesn't have in stock, it's added to a list and ordered.

**"WE HAVE A LIST THAT WE KEEP IN THE STORE** by the counter. So that whenever a customer comes in they can say 'Hey, I'm looking for this product, but you guys don't carry it.' So they



By Malissa Martin



add it to the list to get in stock for the customer and call when it comes in." Bates explained.

Eleven focuses on delivering customer care, and that carries on from providing quality products to prices, more so than loyalty rewards. The loyalty reward program is one percent per dollar spent. "The main thing is prices. The prices are significantly less

in a lot of aspects." Bates said. "I run good deals everyday. It doesn't change just because it's the weekend. The weekend is great because of the people and the energy. But weekdays are also the best because you don't have a line, you don't have anybody else to worry about, and you get just as good deals." So, far deals include Happy hour from 9:00 a.m. to Noon everyday, Tipple Point Tuesdays, and more weekly deals soon.

The environment for Eleven is open and friendly. Eleven offers deli style service so customers can see the products. "We're a pretty inviting environment. Once you get inside it's not too overwhelming. It looks cool, it looks fun, it looks inviting, and it's easy to navigate." Bates explained.

Be sure to follow Eleven on Instagram for the New Year's Event Announcement! ■

3120 W Eleven Mile Rd, Berkley, MI 48072 | (248) 965-3788 | <https://weedmaps.com/dispensaries/eleven-cannabis-co>

