**Introduction**

The cannabis industry is experiencing rapid growth with a total of thirty-three states legalizing marijuana for medical use. This includes fourteen which allow adults to legally use the drug for recreational use. These changes have propelled the demand from both recreational and medical users. As the legal cannabis industry continues to develop and grow, public support has increased for legalization of recreational and medical marijuana. An increasing number of investors have recognized this trend. In fact, market research suggests that the legal marijuana market will be worth $66.3 billion by 2025. As the marijuana industry grows, so do marijuana businesses. Not only new dispensaries and growers are cropping up, there are a variety of unique and innovative marijuana products and businesses booming. In consideration of this factor, this study researches business innovation in the cannabis industry.

**Objectives and Hypotheses**

**Aim:** To study the cannabis industry for business innovation and profitability

**Objective 1:** Production & marketing economics of Cannabis in MA

**Objective 2:** To develop a business plan for innovating Cannabis enterprise

**Hypothesis 1:** Cannabis industry is profitable in Massachusetts

**Hypothesis 2:** It is possible to have a successful business plan in Cannabis products

**Methodology**

Google Scholar is used for literature review. Research legal structure of cannabis business as well as marketing and advertising. I analyzed my target market, competition and sales team

**Results and Discussion**

**Research**

Author Mitchell C. Olsen (2020) studied the cannabis industry and its natural laboratory for marketing strategy research.

Author Jenna Vallerant (2020) studied market competition and the emerging legal medical cannabis market in Canada.

Author Nehama Lewis (2019) studied the engagement with medical cannabis information from online and mass media sources.

**Findings**

The legal cannabis industry is growing rapidly in the United States. It presents marketing researchers with a rare opportunity to opening in different geographic areas at different times and various levels.

The emergence of legal cannabis markets and the future of cannabis legalization in Canada presents an abundant avenue for emerging markets, organizations, and entrepreneurial ventures within the cannabis industry.

The found positive engagement towards medical cannabis in the media is becoming legalized. With increase in media attention, support for recreational cannabis legalization may be expected to grow.

**Study area**

The climate of Massachusetts is mainly a humid continental climate, with hot, humid summers and cold, snowy winters and abundant precipitation. Summers are warm with average high temperatures in July above 80 °F common throughout the state. In western Massachusetts, 90% of our soil is sandy loam.

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