



Industry: Cannabis Retail

Challenge:

Molly Ann Farms, a fast-growing cannabis dispensary in New Jersey, was co-founded by Gabrielle — who managed both the business and accounting in its initial phase. As the business expanded rapidly, she found herself overwhelmed by operational demands. Her accounting took a backseat, making it difficult to track profits, control costs, reconcile entries, or file timely tax returns.

Adding complexity, the business used multiple platforms — one for sales (POS) and another for customer loyalty points — making reconciliation between sales and discounts nearly impossible. This misalignment not only obscured the true financial picture but also impacted analyzing the correct monthly tax

The DA Effect:

Team Digital Accountants worked closely with Gabrielle to understand her pain points and designed a custom daily accounting scope. We took over her end-to-end accounting — from software integration and multi-platform reconciliation to daily entries, reports, and tax readiness. We also resolved the loyalty point mismatch, syncing systems to ensure that loyalty discounts reflected correctly in the books, thus enabling accurate tax computation and customer satisfaction.

- Full visibility into financials through reconciled daily accounts
- Timely tax return filing with full CPA satisfaction
- Optimized decision-making using comprehensive reports
- Strategic insights into profitability, costs, and tax-saving opportunities
- Freed Gabrielle to focus on business growth, operations, and client engagement