



MISSION
+
MARKET STRATEGY

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Mission Statement

Beneve was founded with a mission to provide our customers with best-in-class, nutritional foods & supplements. Our exceptionally formulated, efficacious products, will always be offered at fair market value; thereby, enabling our customers to affordably live a Healthier, Happier and more energetic life. Customers will always be treated as family, and we fully embrace an “our home is your home” corporate philosophy. We will meet our customers exactly where they are at in their wellness journey, and welcome them into the Beneve family with love and compassion. Every decision we make will be tested against our core philosophy “people doing good together” and by committing ourselves to this philosophy, we will help change our world to a happier and healthier place one consumer at a time!

Market Strategy

With our launch, we are giving customers the ability to enroll in auto-ship via our autoship and rewards program. This will give the customer access to automatically have an order of nutritional products sent to them on a monthly basis. Within the next 6 months, Beneve will be adding additional unique and innovative products to our product line. This will create additional volume and customers.

For the remainder of the year, Beneve will be actively providing nutritional and educational meetings and training throughout the country. During this training process, we will continue to acquire new customers who will then share our amazing products. This will allow us to create thousands of new customers. As our nutritional products continue to create success stories with our customer base, Beneve will continue to collect those stories to share. As a result, our customers will become very excited and eager to continue to share the product with others they know.