T**heresa Henderson  
Discussion Board 3  
Professor Robin Coffey  
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"Amare- with Love" is a eco friendly, e-commerce monthly subscription service for parents that are eco-conscious of their family essentials such as skin products, biodegradeable detergents, plant based diapers and mineral sunscreen. These products are affordable, safe, delivered to your doorstep, and most of all SUSTAINABLE.**

**"Amare-with Love" is an advocate of children's health and supporter of the safe Chemicals Act 2012. We are committed to social responsibility that benefit others. We donate a percentage of our proceeds and plant based diapers to other charitable organizations that address health and social issues.**

**Our desire is to redefine the "family brand", secure half a million dollars in funding from our investors and expand our product line based on customer feedback.**

***Mission Statement***

**We are stewards of the natural environment and believe we can make amazing products without harming people, our lil ones or the planet. Therefore, we seek to inspire new solutions, and make products that are as non-toxic and healthy as possible.**

**Target Market**

**While using demographics, the tried and proven way of sorting out consumers by age, education and income is helpful in some categories it's not always helpful with classifying the "green" consumer. Hence, psychographic. It's a effective tool that delves into the lifestyles, values, interests, and behaviors of the consumer. Identifying which segment of the market is most likely to purchase our product is the first step. The product must fill a particular need. "Amare- with Love" is targeting the naturalites.They are concerned with health and wellness, use many natural products and would like to protect the environment.**

**OBJECTIVE**

**The objective behind "Amare- with Love" is to give families a eco-friendly alternatives to use in their day to day lives. We stand behind our mission statement as stewards of the natural environment. We are committed to creating a healthy and sustainable future for our children by providing exceptional products and family support that promotes health, happiness and community.**

**"Amare- with Love"**