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“I am very proud of each department’s effort and dedication on the Business Plan. The progress we’ve made as a company shows through the success we’ve had. Keep up the hard work! We can finish strong together.”

- Brenna Truitt  
CEO



# AuNaturale

**“We have just what you need  
made naturally!”**

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[Rallen5568.wixsite.com/AuNaturale](http://Rallen5568.wixsite.com/AuNaturale)

# MORE ABOUT US

*“When we heal the earth, we heal ourselves.”- David Orr*



*We offer a variety of fresh, organic foods to our customers.*



*Our makeup, skin, and hair products are cruelty free and are made from the best quality ingredients.*

**Q: Where do your products come from?**

A: Our products are imported from South American countries such as: Dominican Republic, Venezuela, Brazil, and Uruguay.

## RESPONSIBILITIES OF DEPARTMENTS

Usually, a company consist of four basic branches including Administration, Accounting, Sales/Marketing, and Human Resources; however, for our company, Administration is combined with Human Resources.

Human Resources responsibilities cover conducting company mixers, hosting guest speakers, creating themed bulletin-boards monthly, and keeping account of attendance. Employees in accounting help manage bank statements, give out payroll/income statements, and set the company budget. The Sales/Marketing department is in charge of building our image and solidifying our label virtually, working hard to create our website and conduct advertising campaigns. Also, they oversee the graphic design aspect of the company (logo, business cards, etc.).

## ECO-FRIENDLY BUSINESS

Going green not only assist in bettering our environment and preventing further damage, but it also improves our quality of living. Also, adopting a more eco-friendly and sustainable business helps create a more *polished public image*. There are many instances where corporations' images are being tarnished by environmental organizations out of the belief that those corporations aren't doing their duty towards the environment.

**What are we about?**

AuNaturale caters to its customers by being an always accessible e-store and provides only natural, high-quality products for an affordable price, ranging from *hair products to organic foods*. Our products are sourced from organic suppliers and manufactured out of completely natural substances.

**Q: How is your business involved with your community?**

A: We have partnerships with non-profit, eco-friendly charities like The Conservation Fund and Eco trust and give back to smaller, regional charities in South America. The impact and the acts are more meaningful, since a far greater percentage of the funds aren't swallowed up by operating overheads and marketing budgets.

# OUR NEW PRODUCT



## ORGANIC TEAS

Our wide selection of tea originates from tea growers centered in China and India. We offer loose leaf tea and tea bags free of pesticides, synthetic fertilizers, and herbicides as a part of our duty to sustainable farming and a healthy lifestyle. The production of organ tea halts the production of these toxic pesticides protecting both farmworkers and the environment.

## BENEFITS OF EACH

**Passion fruit** tea is rich in certain nutrients and antioxidants that promote the growth of healthy cells, improvement of bone health, and the aid in digestion

**Matcha** powder contains more antioxidants than regularly brewed green tea leaves. It encourages the boost of metabolism and is rich in fiber, chlorophyll, and vitamins

**Lemon lavender** holds anti-inflammatory qualities and has an antiseptic ability, preventing the development of infections.

**Jasmine** tea's health benefits of jasmine tea include preventing diabetes, reducing pain,

## TYPES OF TEA



**passion fruit**



**matcha**



**lemon lavender**



**jasmine**



Guess speaker comes and talk to the employees

## CURRENT AND UPCOMING EVENTS

We hear it all the time – “eat healthier!” But for many people their first trip to a health food store or the healthy foods section of their favorite grocery store can be confusing or difficult. What are healthy foods and how do I make them? Is almond oil a suitable substitute for my usual vegetable oil? Find the answers to these and other natural food questions with our Au Natural Foods. The Human Resource department always plans for every employee to bring in healthy but delicious snacks and beverages for the company mixers.

*Vegan, organic cake pops*

*Prepared by Tristin Hamilton*

*( VP of marketing)*



### Calendar:

- February 12/ guest speaker
- February 14/ company mixer
- March 17/ fundraising event
- March 26-30/ New York trip