Company Info

**Mission Statement**

The leading providers of growth & development solutions for Homeopathy since 2006. We strive to represent existing users & practitioners of holistic medicine to achieve a worldwide trust and integration in Homeopathy and patient-centered healthcare.

**Vision Statement**

A global force of healing and happiness.

**Purpose Statement**

To improve people’s lives through natural medicine.

**Brand Voice**

Knowledgeable, Confident, Empowering, Professional, Fun, Trustworthy & Reliable.

**Brand Design**

Clean & Simple, Modern, New Age Minimalism

**Positioning Statement**

Canadian Homeopathy Wellness Group is a leading provider of business & development solutions to users & administrators of Homeopathy. With a client-centred approach our job is to represent both user and practitioner, aiding in the everyday business, accessibility, technology, .

To those who have Homeopathy and/or other holistic medicine in their lives to support their health and well-being

CHWG is the developmental solutions brand

That

We conduct all of our business with a client-centered approach

Why What who how when

**Product Positioning Statement**

Canadian Homeopathy Wellness Group

**Colour Schemes**

Buyer Personas

Ian Jackson

Referrals Systems

Marketing Campaign

Together we can make the difference. Together for health.

Fun and engaging for younger

Homeopaths are the shamans

Researchers should be the magistrate

Warriors are the preachers

Animals, plants and minerals.

* For a better future.
* Understanding health is easier than you think. It just takes an open mind.

Facebook and facebook groups.

-Magic Pills

-Vaccine Choice Canada

Marketing Campaign for Practitioner – Advocate

Homeopaths – 50

$2,000 monthly revenue