

V2MOM STRATEGY

V2MOM is a strategic planning and goal-setting framework developed by Marc Benioff, co-founder and CEO of Salesforce, to align organizations toward common objectives. The acronym stands for Vision, Values, Methods, Obstacles, and Measures, each representing a critical component of the planning process.

Vision

"To become the heartbeat of ethical living, Greenesta envisions a world where every household embraces sustainability effortlessly. We aspire to redefine conscious consumption by uniting communities, empowering businesses, and celebrating the beauty of eco-friendly choices. Together, we aim to make sustainability not just a lifestyle, but a legacy."

Values

These are our 3 core values :

- **Sustainability:** We prioritize eco-friendly products and practices and ensure every decision aligns with environmental and cruelty-free goals.
- **Transparency:** We maintain honesty in sourcing, pricing, and environmental impact disclosures that builds trust with customers through clear communication.
- **Inclusivity:** We cater to a wide audience, making ethical living accessible to all and offer products across diverse budgets and lifestyles.

Methods

- Curate a broad range of vegan products, including food, fashion, and home goods.
- Develop a user-friendly online platform with advanced search and personalization.
- Launch marketing campaigns focused on educating consumers about sustainability.
- Partner with influencers and eco-conscious organizations for outreach.
- Provide vendor training and support to maintain product quality and ethical standards.

Obstacles

- Limited awareness of cruelty-free lifestyles among potential customers.
- Competition from large e-commerce platforms.

- Skepticism about product pricing and quality.
- Supply chain disruptions and vendor verification complexities.

Measures

- Onboard 100+ vendors in the first year.
- Attract 10,000 active customers within India
- Maintain a 90% customer satisfaction rate.
- Ensure all listed products meet verified vegan and eco-friendly standards.
- Regularly track progress and collect feedback to adapt and align with objectives.