

Issue

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# fit- box

From the gym to the home,  
FitBox's mission is to create and promote the health and well-being of our customers through providing the highest quality products.

NEWSLETTER

January 2021

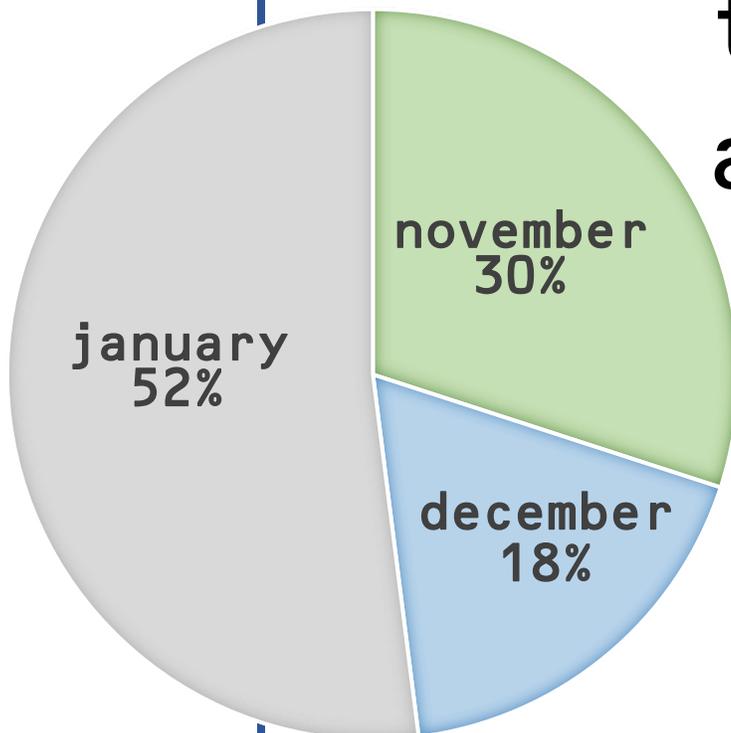
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## trade show analysis

This pie chart displays our revenue from trade shows spanning from the end of 2020 to the beginning of 2021. Let's use this chart as an inspiration to sell more and improve FitBox!

# five fitness and nutrition tips:

to be your healthiest self.

## 1 just get moving!

Work for progress, not perfection. Simply getting up and starting with small steps will form positive habits for life.

## 2 consistency is key!

The most effective way to stay in top condition is to consistently make healthy choices to care for yourself.

## 3 practice healthy sleep!

Maintaining a good sleep schedule plays a vital role in staying mentally and physically healthy.

## 4 keep a balanced diet!

Food is fuel. Make sure you give your body nourishing foods that will allow you to live your best life.

## 5 have fun!

What works for you is unique. Don't compare yourself to others. Find methods of healthy living that you truly enjoy.

### make a strawberry-banana smoothie!

just blend: one banana  
1 ½ cups frozen strawberries  
1 cup your choice of milk



# meet the CEO's



## patrick smelt

Patrick is a senior at Pittsford Sutherland High School. In his free time, Patrick enjoys playing basketball and playing with his dog. Patrick hopes to go to Colorado to pursue finance and get a degree in business law.

Favorite Color: Blue

Favorite Food: Berry Smoothie

Favorite Animal: Chimp

Favorite Vacation Spot: San Diego

## zach kestenblatt

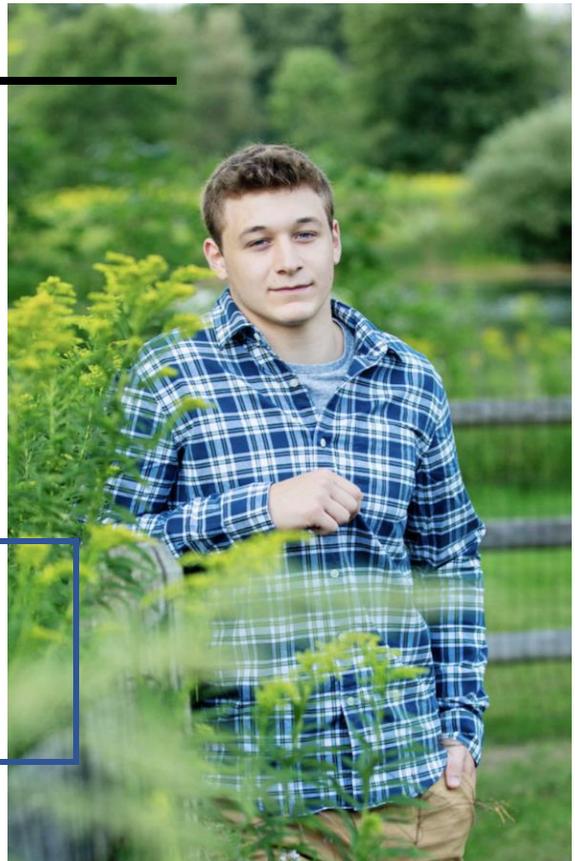
Zach is a senior at Pittsford Sutherland High School. Zach enjoys playing football and playing with his three dogs, cat, and bunny. Zach plans to study computer science at either the University of Southern California or Trinity University.

Favorite Color: Blue

Favorite Food: Steak

Favorite Animal: Sloth

Favorite Vacation Spot: Cayman Islands



# to our customers,

FitBox is a brand-new sport and nutritional company that is hot on the market. Our company consists of 20 of the finest employees that are dedicated to their work and looking forward to making the lives of our customers better. Our vision is to become the lead distributor of sports equipment in the United States. We provide top notch, innovative and affordable goods sold in a bundle to make equipment suitable and fit for your needs. Hence our name, FitBox, our companies is built on supporting the needs of our customer, YOU.

Our ambitions are massive as we strive to be pioneers in everything we do. We are breaking down barriers to bring new bundles to the market, form exciting deals and promotions for our consumers, and offer state-of-the-art equipment from top notch brands.

Moving forward, we are evolving FitBox into a sustainable growth entity, delivering above average returns and contributing to the United States' growth indicators through increased exports. We are creating new jobs and giving back to our community, and we are committed to giving you our best each day.

Our values are rooted in unceasing improvement, integrity and partnership. Our plans are zealous but realistic. Team FitBox is fully engaged in doing our part.

Our incredible journey continues, and we invite you to be a part of it.

Your CEO,  
Patrick Smelt



**our top seller:**  
nike airmax sneakers

★ **\$199.99** ★

now available on the FitBox website.

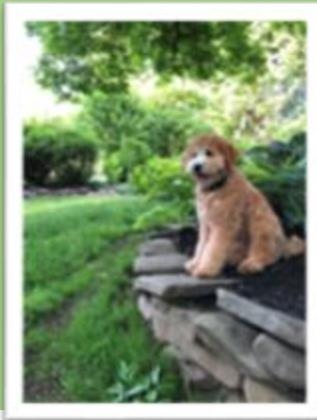
# the FitBox team!



# ...and the FitBox team pets



mamie



finnegan



charlie



## get our new super bowl box!

- 1 Patrick Mahomes Chiefs jersey
- 1 Tom Brady Buccaneers jersey
- catered party food box from pizza hut
- 50in flat screen TV
- Official Super Bowl LV champions t-shirts, hats, and sweatshirts from winning team

use code "LV" for 10%  
off your purchase.



# THANK YOU!



Our team at FitBox would like to thank our customers and trade show attendees. We are very happy to earn your business and we hope you continue to use us as your go to store for sports apparel, equipment, and other athletic needs. If you did not already know, the FitBox teams #1 priority is customer care, and we would be happy to address any advice or concerns you may have. We hope that we can make your shopping experiences fun and that you have enjoyed our website and tradeshow. We would also love to take this opportunity to thank all the companies we have been able to work with. Thank you for allowing to grow and be your choice in the VE market.

