



FIT SO

HEALTHY, REFRESHING, AND NATURALLY
INSPIRED DRINKS.

START NOW

Preview Only





UNLOCK THE POWER OF FRESHNESS

REVITALIZE YOUR LIFE WITH 'FIT SO' DRINKS

Fit So is a modern beverage brand that focuses on health, refreshment, and nature. The brand projects health, modern lifestyle, and authentic taste, attracting health-conscious young urban customers.



“DRINK FRESH, LIVE FIT”

The logo expresses a combination of fitness and natural ingredients. The integrated design of “S” and “o” in a larger leaf or organic shape indicates that the product is natural or plant based. This design is most likely for a brand that offers healthy or perhaps organic drinks or products.





A BOTTLE OF FRESHNESS

PACKAGING & BRAND KIT

Clear Brand visibility on every can, Premium look with modern and natural vibe. Sustainable packaging for brand credibility - Paper sleeves; Wooden Stirrers, recycle point by exit. Packaging dielines, photography guide, copy style guide





A JUICE FOR EVERY MOOD

PRODUCT LINEUP AND PRICING

LEMON TURMERIC SODA DRINK - 120 BDT

Zesty lemon, light fizz, turmeric warmth; honey.



BETROOT TURMERIC - 150 BDT

Earthy-sweet beet, citrus lift; mellow spice.

MANGO TURMERIC - 170 BDT

Ripe mango, creamy mouthfeel; turmeric balance.



BASIL LEMONADE - 130 BDT

Fresh basil aroma, crisp lemonade.



FEEL THE FIT, NATURALLY REFRESHING

WHY CHOOSE FIT 5?

- 100% NATURAL, HEALTH-BOOSTING DRINKS
- INGREDIENTS WITH FUNCTIONAL BENEFITS (TURMERIC, BASIL, BEETROOT, ETC.)
- TRENDY, VISUALLY APPEALING OUTLETS THAT DOUBLE AS LIFESTYLE SPACES





FIT DRINKS, SO YOU
**CATCH YOUR
FIT SO**



100 — 280 DEPENDING ON SIZE; TARGET
ATV OF BDT 190

250 ML

350 ML

500 ML

OFFER 3 SIZES (S / M / L) OR 2 SIZES
WITH ADD-ONS



MORE THAN A DRINK—A LIFESTYLE

TARGET PERSONA CLUSTERS



ACTIVE ACHIEVER (20-34)

Students/young professionals, gyms/yoga, values clean nutrition & aesthetics; Gulshan/Banani.



BALANCED FAMILY (28-40+)

Health-oriented households, values safety/quality, weekend outings; Dhanmondi/Uttara.



TREND-SETTER (18-26)

TikTok/IG heavy, loves new flavors & photo-worthy spaces.





ESSENTIAL NUTRIENTS IN EVERY SIP

POSITIONING STRATEGY

● REASONS-TO-BELIEVE (RTBS)

- Real functional ingredients (turmeric, basil, beetroot, lemon/mango) with quality sourcing.
- Fresh preparation & transparent nutrition cues (in-store and digital).
- Consistent design language across outlet, packaging, and media.
- First-mover advantage in premium wellness drinks positioning





EMOTIONAL

FUNCTIONAL

SOCIAL

WELLNESS WITH A SPARK

VALUE PROPOSITION PYRAMID

For modern Bangladeshis who value wellness and taste, Fit So is the premium healthy drink brand that blends natural functional ingredients with craveable flavor—served in a vibrant, design-forward space.

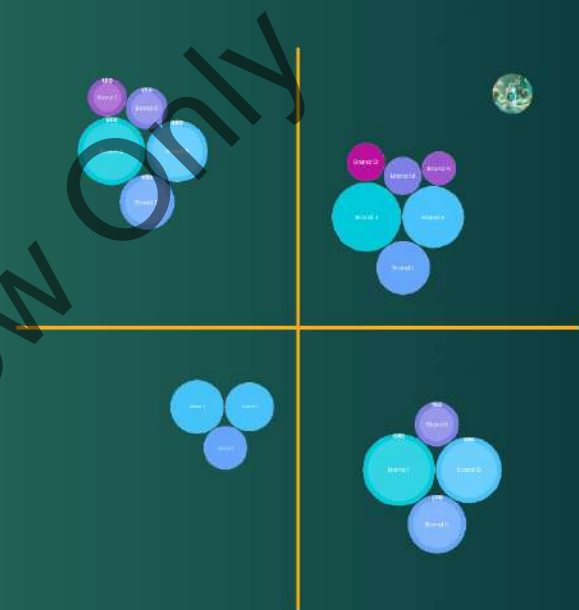




POSITIONING MAP

Fit So sits high health /
premium-accessible, differentiated
on function + design.

- HORIZONTAL AXIS 1: HEALTHFULNESS → HIGH.
- VERTICAL AXIS 2: PRICE → PREMIUM-ACCESSIBLE.
- INDIRECT COMPETITORS: JUICE BARS, MILK-TEA, CAFÉS.





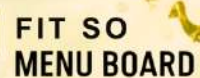
DIP INTO THE NATURE WITH FIT SIP

● STAFF UNIFORM



● FIT SO GALLERY

● MENU BOARD



BUILD-YOUR-BOOST

BASIL LSTORNGOE	7700 BT
LEMON TURMERIC SODA DRINK	88 CB
MAHON THERMERIC MEAT CORDONS	150 BOT

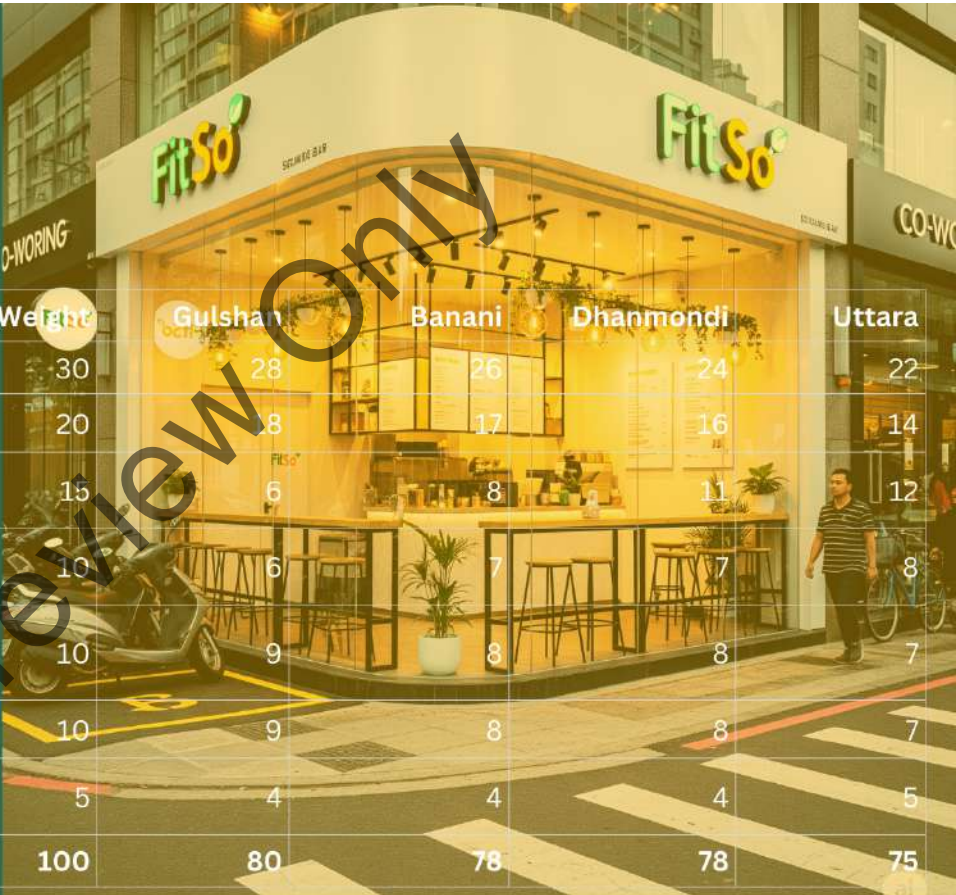
ALL-THINGS-BOOE

BRAT FETTERHALL/CLINT DRINK	170 80
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LOCATION STRATEGY

Criteria	Weight	Gulshan	Banani	Dhanmondi	Uttara
Foot traffic	30	28	26	24	22
Target fit (affinity)	20	8	17	16	14
Rent economics (inverse)	15	6	8	11	12
Competitor gap/opportunity	10	6	7	7	8
Partnership density (gyms, offices)	10	9	8	8	7
Signage/visibility	10	9	8	8	7
Access/parking/ride-hailing	5	4	4	4	5
Total	100	80	78	78	75





EXPERIENCE OF WELLBEING & SHARING

DIGITAL BRANDING

WEBSITE / LANDING

Mobile-first menu, store hours,
Google Maps, "Order by
WhatsApp/Delivery App," nutrition
page, events.

[FITSO.COM](https://fitso.com)

CONTENT PILLARS

Ingredient facts, Lifestyle moments,
BTS prep, Community events,
Content hashtag, User-Generated
Content (UGC).

[FUNCTIONAL
BENEFIT](#)

SEO/LOCAL

Google Business Profile, consistent
NAP, schema markup, UTM-tagged
links. Geo-targeting

[FITSO](#)





STRATEGY PILLARS

- **DIGITAL PLATFORMS**

IG/TikTok/Meta short-form; paid geo-targeting of Gulshan→Banani
→Dhanmondi; retargeting website visitors & engagers.

- **INFLUENCER**

Micro + mid-tier fitness, lifestyle, food creators; deliverables: Reels +
Stories + in-store attendance.

- **ON-GROUND SAMPLING**

Gyms, yoga studios, co-working, universities; pop-ups with QR
coupons.

- **COMMUNITY & LOYALTY**

"Fit So Fridays," stamp card, referral codes, wellness talks, "Well-
being Passport".





SIGNATURE CREATIVE IDEAS

- HASHTAG CHALLENGE
- SCAN & LEARN
- WELLNESS PASSPORT
- OFFICE HYDRATION DRIVE
- GYM CAPTAIN PROGRAM





BRAND GOALS - FIRST 6 MONTHS



Successfully launch first outlet
in prime Dhaka location
(priority: Gulshan or Banani).

BUILD PRE-LAUNCH BUZZ

40% BRAND AWARENESS

200/DAY FOOTFALLS

25,000 FOLLOWERS & 1000+ UGC

10-15% SALES GROWTH





Create buzz, pre-launch teasers,
brand storytelling

AWARENESS

Month 1-2



Month 2-4



ENGAGEMENT

Drive trial & footfall.

Strengthen repeat purchase &
customer community.

CONVERSION

Month 4-5



Month 5-6



RETENTION & GROWTH

Sustainable growth and
expansion planning.

MARKETING PHASES





BRAND GOALS - FIRST 6 MONTHS

Due Date	Month	Activites	Status	Responsible	Notes
31 Aug 2025	1st - Brand Build & Tease	Finalize brand kit, Website live with waitlist, Teasers, Partnerships	✓ Completed	Abdal J...	
31 Aug 2025	1st - Brand Build & Tease	Photo/video shoot, Influencer seeding	🔨 In progress	Toushik...	
30 Sep 20...	2nd - Pre-Launch & Soft Opening	Soft open, PR development, Menu reveal, Loyalty card	⌚ Not started	1131 Ta...	
31 Oct 2025	3rd - Grand Launch	Grand Open, offer, Heavy Reel, Viral Content	🚫 Blocked	974-An...	
30 Nov 20...	4th - Momentum & Retention	Referral codes; Delivery platform promo, Influencer support, office delivery	🔄 Under review	Abdulla...	
31 Dec 2025	5th - Community & Performance	Launch "Wellness Passport", Meet with micro influencers, A/B test.	🔄 Under review	Abdur R...	
31 Jan 2026	6th - Review & Scale Decision	Sponsor competition, CSR, Customer survey, Site vitis and score for expansion (if positive)	🔄 Under review	Arpita ...	

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● Sales ● Marketing Expenses



SALES & MARKETING CURVES

ASSUMPTIONS

- Avg. selling price (ASP): BDT 140; open 30 days/month.
- Soft opening in Month 2; full launch in Month 3.
- Conversion improvements via loyalty & retargeting.





ACQUISITION

- ☒ Reach
- ☒ Impressions
- ☒ CTR
- ☒ Store Visit



ENGAGEMENT

- ☒ Repeat Rate
- ☒ Loyalty redemptions
- ☒ UGC volume



MONETIZATION

- ☒ Orders
- ☒ AOV
- ☒ Revenue
- ☒ ROAS



CADENCE

- ☒ Daily huddle
- ☒ Weekly marketing review
- ☒ Monthly P&L snapshot.

MEASUREMENT PLAN





THANK YOU

FIT SO. THE SPARK OF WELLNESS.



WWW.FITSO.COM