



KAMELON

Executive Summary



JULY 1, 2021
WGU
Christina White

A: MULTIMEDIA PRESENTATION:

Uploaded with summary

B: INTERNAL EXECUTIVE SUMMARY: Kamelon

Kamelon is the first supplement of its kind on the market. Kamelon is a revolutionary solution to support users' metabolic and physical goals. Kamelon is collagen-based, with quick-absorbing essential vitamins geared for women, thermogenic metabolism boosters, protein, fiber, amino acids, and proprietary blends of superfoods that combine to produce the most potent supplement the industry has ever seen.

Benefits of Kamelon include *caloric reduction* from reduced cravings and reduced appetite, beating bloat from enzyme and probiotic blends effects on your immune system, and digestive support delivered by plant-based, highly digestible ingredients. The interaction of the proprietary blends in Kamelon also provides an additional benefit of boosted energy levels for the user.

Kamelon contains clinically proven ingredients and is an all-natural solution to many problems faced by adults, like bloating, lowered metabolism, unwanted fat, and lethargy. Kamelon is also a long-term solution for users as the 90% of participants in the Kamelon trial lost weight, amounting to more than half a ton. No, really. Out of the 100 participants, 90 lost 15 lbs. or more each totaling a minimum of 1,350 lbs. Of those successful participants, 80% continued to keep the weight off with extended usage of Kamelon as directed.

It takes away the guesswork & sheds pounds without customers worrying about any harmful effects for themselves or the environment. I am excited to share that we have also consolidated much of the Ippsonogratto product line due to the innovative solutions Kamelon offers. Kamelon helps users save money by replacing many of the supplements previously purchased individually, which we now provide combined into one product! This reduces waste, which furthers our overall company vision to remain sustainable and environmentally conscious.

We have reconciled our product line to remove products with redundant benefits to that of Kamelon. This is the largest overhaul of our product line, ever. We have opened an additionally 25% of our market share to Kamelon's influence. While I can understand that many of you may feel some uncertainty at the idea of removing some of our old standards, however this will bring Kamelon to cover 45% of our product offerings. This is important because Kamelon is 200% more profitable than the products we have removed to make room for this expansion. I am confident this will make our bottom line exceptionally stable and very happy.

Kamelon does require the protocols found on the bottle and packaging to be followed precisely as displayed. To ensure that success for Kamelon and Ippsonogratto remain high, we must emphasize that users following all directions. Rather than ignore this potential disadvantage, we will face it head-on to continue to hold ourselves accountable in the marketplace. Keeping our awareness high at every stage will ensure we are able to be agile and accommodate any issues that may arise. Kamelon is going to take Ippsonogratto global.

C.

References

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