Project Definition – Erica Manning

This business will be a retailer that sells gym equipment, healthy shakes, protein, and workout videos to its customers. The name of the business will be Manning’s Fitness. The business’ mission is to be able to help people live a healthier life in an affordable way with their products.

**List of physical products:**

Soft dumbbell set

Hard dumbbell set

Kettlebell set

Barbell set with weights

Individual barbell weights

Elliptical

Treadmill

Stepper

Pull up bar

Gym bench

Kiwi Protein Shake

Chocolate Protein Shake

Strawberry Protein Shake

Protein-packed nuts

Water bottles

**List of digital products:**

Home workout video to download – Cardio

Home workout video to download – Upper Body Strength

Home workout video to download – Lower Body Strength

Home workout video to download – Yoga

Home workout video to download – Stretches

**Pages:**

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