

Football 299

Chapter 299 Milestone

[11/04/2019,]

A week later the gym apparel market was taken by storm as the Titan-Fit started to pop up everywhere. Rakim had expected most of his 2 million on Instagram and the odd million on his YouTube to be interested in the goods since it was the first time he was selling them something. However, he was left stupefied when Felix reported the numbers of the first weeks sales, when they were having a discussion on the next steps of the brand.

The initial 40,000 units prepared for the launch sold out in the first 3 days forcing the headquarters to double production due to demand. They thought that after the initial novelty wore off things would die down but that didn't happen and a week later they were paying their factories double time. It was largely due to the prep work their marketing department had done with the 3 adverts and the fact the quality matched the hype helped things.

"We have officially crossed the 400,000 marks in units sold," Felix announced to a room full of employees who had been instrumental in the Titan-Fit project. Rakim was watching this through a video call with his face projected on the wall allowing him to share in the celebrations.

Following his announcement, confetti was released in the air as the employees cheered in happiness knowing their hard work had paid off. Laughter bubbled up in the room as everyone felt a weight lifted from their chest. It was one thing seeing the good receptions on social media and it was a completely different feeling seeing the actual numbers. Rakim felt his own grin widened as he leaned back in his chair, watching the scene unfold from a in joy.

The company had invested a total of 10 million in the new brand, building up the factories, designing the products, Marketing, and Designing the website. With 400 thousand units in sales at an average price of

25 in just a week it signalled that they were close to breaking even. If one didn't count the continues marketing expenses, wages and Running expenses they would have already Broken even.

None of the employees minded though as this already signalled that the new brand was successful and would mean job security for them. His family was also at the scene to support his dad's as it was his company. Rakim's Mother had flown back a couple days ago to handle some work at home and could coincidentally join the celebrations.

He vaguely spotted his parents standing among some of the company executives clinking glasses in celebrations. "This is just the beginning," Felix continued, his voice cutting through the celebration. He was standing now, gesturing to a large screen that showed graphs and statistics. "You all should feel proud of what we have and are currently accomplishing, lets continue working hard and strive to embody the message the brand stands for. Hard Work perseverance and Victory,"

Rakim smiled as Felix's voice boomed through the speakers, the energy from the room palpable even through the video call. Felix seemed to have been on cloud 9 throughout the week and was fully enjoying his victory lap. "Now let's give it up for our Brand's face and ambassador with whom the launch wouldn't have been as successful." He stated with a bright smile before motioning to Rakim on the screen as the crowd once again cheered in happiness.

"Haha, thank you everyone, I would like to say how blessed I feel to be a part of the Titan-Fit family," Rakim started with a bright smile before having to stop as the crowd clapped in appreciation. "I've had quite a lot of fun working with some of you, even butting heads with some during creative differences. All in all, it turned out well, but I'd also like to encourage more of you to engage with the brand, those achievements on The Titan Honor List are something we can all strive for." He said finished his speech with a smile before being drowned in another bout of cheers from the crowd.

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[3hrs later]

The celebrations carried on for quite a while as all the leaders of the project got the chance to say a few words to their employees. Sadly, for Rakim this meant he had to sit there for hours just listening to them, but he didn't mind that much. He had already completed his workouts for the day, and this was a major milestone for his first endorsement deal.

Despite believing in his own star potential to bring in customers he was also pleasantly surprised the positive effect he had on his fans. They didn't just buy the product to support him but genuinely embraced the message the brand stood for. The number of videos he had seen of people post of them working out under the #Titan-Fit has been staggering.

Safe to say that no one that bought their gear didn't put them to use as they registered their workout goals on the Titan list. The app wasn't ready yet but the forum on the website was doing the trick as people discussed their workout goals. Not just workout goals but also career goals were also listed on a different honour list challenging people to achieve their dreams.

None had achieved their goals yet with the site only being up for a week, but every day people would log their achievements as they competed for rewards. Rewards consisted of free coupons for the store and major achievements were even rewarded with gym memberships. Smiling as he thought of this Rakim pulled out his phone and posted a picture of him dressed in some new Titan fit gear.

He wore red shorts with black lines snaking down the sides that made them look like runes as they accentuated the look. He wore matching red tank top with the same black lines that showcased the Roman Titan helmet around the chest area. It was a loose tank top and underneath he wore a black long sleeve compression vest. To finish off the look, he wore Red and black hood With Titan-Fit on one side and Warrior on the other side.

There was also a short video of him working out in the gear as he played a pick-up basketball match. He captioned the post with 'Titan-Fit Warrior edition 24hr countdown. Smiling after uploading the post he threw his phone to the side before closing his eyes ready to go to sleep. As the post went live, Rakim waited a few moments before he watched the comments and likes flood in almost instantly. His phone buzzed non-stop with notifications, as people interacted with the Titan-Fit Warrior Edition.

He spent the next hour or so just interacting with some of his fans by liking their comments and actually responding to the occasional witty ones. As he watched the likes pile up, his phone rang, jolting him from the digital buzz. He glanced at the caller ID—his father.

"Hey, Dad," Rakim greeted, putting the phone to his ear.

"son" his dad's gruff voice echoed through the phone filled with a mix of pride and excitement. "I just got off the phone with Felix. He's thrilled about the way everything's going, and honestly, I can't blame him. You're killing it."

Rakim chuckled, leaning back in his chair. "Thanks, Dad. It's honestly wild, but I'm glad it's all paying off."

"It's more than paying off. I know you're new to this whole thing, but this kind of engagement is not the norm. Your hard work has really moved a lot of people and they're not just buying the gear, they're embracing the whole message. You should be proud because I for one am proud of you son,"

"Thanks, Dad. That really means a lot," Rakim responded his voice softening feeling emotional as even his eyes teared up. His family in this life had always supported both him and his sister in whatever they chose to pursue but he still felt touched when they praised him.

[Ding; Congratulation to the host on completing the mission: Operation Pheonix]