



# KEVIN PARKS

ALL OR NOTHING  
PERFORMANCE LLC

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## FIVE YEAR GOALS FOR OUR BUSINESS

Our five year goals are to be the biggest training facility in Rowan County and in North Carolina. We want to be able to grow and have all sports and not just the main ones people think about. Another goal is to be best in the marketing area as well.

## CONTACT

216-312-3991  
allornothingperformancelc@gmail.com  
<https://www.allornothingperformance.com>  
Address: 603 E Main St, Cleveland, NC,  
27013

## MARKETING NEEDS

- Attracting employees
- Reaching customers
- Print media (creating & distributing)
- Visual media (commercial or video ad)
- Loyalty initiatives
- Community outreach
- Social media (Twitter, Instagram, Facebook, etc.)
- Event planning (promotion, celebrating, etc.)

## COMMUNICATION METHODS

Kevin Parks would prefer to communicate with students by email.

## MEETING

Students will meet with this business on Tuesday, February 11 from 9:45- 10:35. Students are also allowed to meet with this business 3 times during this PBL.

## BUSINESS DESCRIPTION

AllorNothingPerformance includes speed and agility training from ages 6 to adults.

AllorNothingPerformance also has 4 travel football teams (Carolina Defenders), basketball team (Defenders Basketball), and a baseball team (Defenders Baseball). AllorNothingPerformance has many people in Rowan County that gives lessons for softball, baseball, basketball and more. Our current approach to marketing is using social media platforms such as Facebook, Instagram, and an AllorNothingPerformance website.