

Planit Strategy >>>>

Planit Strategy (PS) Planit Strategy was founded in 2000 by Michael Planit as a strategic marketing company focused on business development and execution of sales and marketing plans thru strategic introductions and partnerships. Planit Strategy works with fledgling entrepreneurial to fortune 500 companies across a variety of industries; from consumer products (As Seen On TV & Retail distribution) and manufacturing, to consumer services and technology, entertainment, fashion, and more.

PS works closely with companies by focusing on the execution of their business from both an operational and a sales/marketing perspective. PS seeks to identify weaknesses, while exploiting strengths, and find solutions through its resources. Facilitating the execution of its recommended strategies, enabling companies to achieve revenue growth, while becoming amongst the most recognized entities within their respective industries.

PS avails itself to identify strategic relationships, allowing for tremendous scalable opportunities for its clients through brand/image building via Direct to Consumer (As Seen On TV) and national retail programs, achieving maximum value for their products/services.

PS offers a wide array of access to product development and manufacturing through its network of Far East manufacturing resources for various products; including, household and hardware, electronics and beauty.

PS has achieved broad-based distribution resulting in excess of **\$300 million in sales** for those products and services it has been involved within recent years alone.

PS maintains strong strategic partnerships and working relationships across the various industries it serves, some of which include:

DRTV Marketing and distribution companies (As Seen On TV):

Telebrands, Tekno Products, Emson, Direct Holdings, (Time Life), Tristar Products, Williams World-Wide, Thane, Northern Response, All Star Marketing, On-Tel Products, Spark Innovators, Ideavillage, Hampton Direct, Guthy-Renker, and many more.

Consumer-products, fitness, technology, entertainment & publishing:

Colgate-Palmolive, Black & Decker, Quickie Manufacturing, Zoomtion Fitness, Nabile (fitness) Innovations, Techzilla, Elephant Group, David Fisher, Raging Bull Entertainment, McGraw-Hill, Hodder & Stoughton, Grand Central Publishing, Objective Entertainment, Boxing Hall of Fame, Creative Artists Agency, William Morris Endeavor, Bob Gruen, Sky's the Limit Entertainment, and more.

PS has also been a strategic partner in two nationally branded consumer product programs: Roto-Rooter drain cleaning products, and Church & Dwight's Kaboom Moisture-Gone product line.

PS direct and distribution products Include: The Boogie Bass (“**#1 Short-form product**”), the EdgeMaster, Grip Wrench, the Trikke (Time magazine, “**Best Invention**”), Handy Stitch, Ab Force, Finishing Touch, the Smart Tape (ERA, “**Best Short-Form Product**”), DermaFresh, Ageless Revolution, Flip Pan, Zumba, Slim T's, Just Repel It, Quick Pedi, Chef 360, and many more; along with DVD distribution for Billy Blanks PT24/7, Tracy Anderson, Leslie Sansone, and many more.