



Chad Kazel is owner of Complete Nutrition, 2476 S. Oneida St., in Ashwaubenon. H. Marc Larson/Press-Gazette

## Complete Nutrition offers guidance

New business targets people who want to look, feel better

Press-Gazette

The Green Bay Press-Gazette talks with new businesses in its Saturday conversation feature. This week, Chad Kazel of Complete Nutrition talks about his passion for sports nutrition and his decision to open the business.

**Q.** What is your business?

**A.** At Complete Nutrition, we offer exclusive weight loss, sports nutrition and general health products in a spacious, open and orderly setting. Our mission is to create a safe and effective weight-management, sports nutrition and healthy aging program to help customers look better, feel better and perform better.

We employ certified personal trainers, nutritionists and others experienced in health and fitness, which allows us to offer knowledgeable advice and a personalized approach to each customer.

We don't expect you to be an expert when you walk into a Complete Nutrition — that's our job. We're here to provide guidance and advice from the moment you walk in our stores, and ongoing, to help you reach your healthy lifestyle goals.

**Q.** What made you choose this type of business?

**A.** Sports nutrition has always been my true passion in life. After I graduated from the University of Wisconsin-Oshkosh, I knew I wanted to find something in the health and nutrition industry. I specifically

### CHAD KAZEL

- Title: Owner
- Business name: Complete Nutrition
- Address: 2476 S. Oneida St., Ashwaubenon
- Hours: 10 a.m. to 8 p.m. Mondays through Fridays; 10 a.m. to 6 p.m. Saturdays; noon to 6 p.m. Sundays
- Business contact information: (920) 884-3295
- Website: [www.completenutrition.com](http://www.completenutrition.com)

chose to open a Complete Nutrition because of the products we offer. These are products that are helping to change people's ways of life in a positive way. What could be better than making a living out of helping others?

**Q.** Where does your business plan have you in three years?

**A.** I am confident the residents of Green Bay are going to really embrace Complete Nutrition and allow us to add additional locations. Ideally, I would like to open several additional locations throughout Wisconsin in the next three years.

**Q.** Where did you get your initial financing (bank, family, self, investors)?

**A.** Investors.

**Q.** Who is your target audience?

**A.** Our target audience is anyone who wants to look better, feel better and perform better. Our clients range from those who are looking to lose weight to those

wanting to find the best way to increase their muscle mass.

Complete Nutrition also carries an assortment of vitamins for all ages, so we have a lot of clients who come in just looking to supplement their diet with one of our multivitamins. We really offer something for everyone.

**Q.** When did you start business?

**A.** We opened in Green Bay on Aug. 4.

**Q.** Any surprises so far?

**A.** Getting to know our customers as well, and as quickly, as we are has been a pleasant surprise.

At Complete Nutrition, we worked hard to get to know our customers on a personal level so we can put them on a safe and effective program to meet their needs. The support we offer our clients does not stop once they leave the store. We follow up with our customers in the weeks after their visit to make sure the program we designed for them is working.

**Q.** What advice do you have for new businesses getting started?

**A.** Make sure it's something you truly love. Starting a business is not an easy task, so make sure it is something you care passionately about.

Also, in retail, it is critical that you believe in what you are selling. When customers come to you for advice on your product, you need to believe in it.