

Product Roadmap for		
Product	Q4 2024	Q1-4 2025
Body Cream	Create marketing campaign in Instagram & Facebook advertising the cocoa fusion range Promote seasonal products for Christmas	add recommendation chatbot create updates personal profiles
Face washes	Repackage bundles ranges and adjust prices Provide free samples for existing customers	Launch range on Instagram platform add recommendation chatbot
Bath salts	Promote product on Instagram Add product to bundle offering	Explore a new Hair care range