



	Q1 - 2023	Q2 - 2023	Q3 - 2023	Q4 - 2023
Product Renewal	<ul style="list-style-type: none">Reduce cost 5%Reduce administrative effort			
Customer Experience		<ul style="list-style-type: none">★ Reduce support calls		<ul style="list-style-type: none">Improve customer navigation
Market Expansion	<ul style="list-style-type: none">Launch in European			
Customer Acquisition	<ul style="list-style-type: none">★ Develop SEO	<ul style="list-style-type: none">Increase marketing spending	<ul style="list-style-type: none">Conduct market search	<ul style="list-style-type: none">Identify market competition