



	Q1 - 2023	Q2 - 2023	Q3 - 2023	Q4 - 2023
Product Renewal	Reduce cost 5% Reduce administrative effort			
Customer Experience		★ Reduce support calls		Improve customer navigation
Market Expansion	Launch in European			
Customer Acquisition	★ Develop SEO	Increase marketing spending	Conduct market search	Identify market competition