



# future roadmap

- Expand Sales Channels**
  1. Focus on Salons curly and non curly
  2. Listing on amazon.ae, amazon.com and amazon Saudi ( either directly or via distributors)
  3. Selling via distributors in ASEAN & SAARC countries like Bangladesh, Malaysia , Indonesia
- Product Development**
  - Create products for niches that are on a growth trajectory.
  - Work closely with NID wherever possible to integrate design.
- Expand Organic Brand reach**
  - Create in-house video content and start working across content platforms.
  - Work closely with NID alumni for the same.