

Mission To Remarry

Chapter 1863

Chapter 1863 Allure And Sheen

Roxanne's research institute launched two new products after one month of preparation, namely Allure Essence and Sheen Lotion.

Both products were also subjected to random sampling for a week before they were officially launched.

According to the results, both products proved to work as well as international luxury brands.

Elektra tested the products herself and even recruited her friends and family to do so.

The first batch of orders was quickly snapped up by all the celebrities and noblewomen in Horington.

All five thousand sets sold out immediately.

Fortunately, Sonya had requested Roxanne to save a few sets for her in advance, saying they would be given away to repay some great favors she had received.

Both products became a sensation and the talk of upper-class socialites. Those who couldn't get their hands on the products were discreetly looked down upon.

Prices were constantly being raised from time to time. While it was officially priced at one thousand two hundred and eighty-eight, it could be resold for an additional ten thousand.

With the launch off to a great start, Roxanne's confidence skyrocketed, and she led the staff in celebrating with a joyful gathering.

Elektra rushed to the research institute early in the morning to discuss the second phase of orders with Roxanne.

“Elektra, I think we shouldn't be too rash and aggressive with our plans, but we won't go down the low-end or lower-middle class route. Let's keep the second phase of orders at a hundred thousand sets. We're already going pretty fast with a phase each month. I don't want our products to become a source of revenue for some scalpers, so the order quantity should be just appropriate enough.”

Following a month of interaction, Roxanne and Elektra became much closer.

Elektra had also only met Roxanne and rarely interacted with Lucian.

From that, it was clear that Elektra wanted to do well in her career.

“It's still too little, Roxanne. Have you ever considered that a hundred thousand sets will be sold nationwide? Many people are eager to get their hands on our products. We've also conducted market research, and do you know how many buyers are waiting to purchase our stuff online? More than four hundred thousand to five hundred thousand of them! We need to at least double our amount, which is two hundred thousand sets. In terms of factories, we can expand a few more production lines while also hiring more workers at the same time.”

During this period, Elektra's status within the Lane family had improved since she started the company with Roxanne.

Although two of the Lane family's listed companies had no relevance to Roxanne's company, their stock prices doubled shortly afterward.

Elektra truly enjoyed the perks of this investment. Even her parents stopped urging her to get married. Instead, they cared for her health and showered her with concern every day.

Meanwhile, the Lane family's branch families began seeing Elektra as a beacon of hope to prosper once again, while long-term investors with the Lane family also forecasted extremely profitable returns for them.

As a result of her current success, Elektra had almost forgotten about Christina's existence.

Christina had called Elektra several times, but the latter never picked up or found excuses to brush her off.

“All right, then. I never expected the market to be so eager about it. We hadn't thought about it during the early stages, and we lacked the production capacity to do so.”

In the end, Roxanne agreed to listen to Elektra's suggestion.

After all, Elektra's marketing strategies were much more mature than hers. Roxanne's skills were still mainly focused on research.

Feeling thrilled, Elektra nodded enthusiastically and began to inform Roxanne of more good news.

“The officials in Horington have been very helpful to us. Aside from giving us rapid approval for a commercial property site, they also provided us with a lot of tax breaks! Several foreign luxury brands have begun researching our products. They even hired headhunting agencies to lure our employees with lucrative salaries. This might be something you need to watch out for since each and every researcher in the research institute will be targeted by them.”

After that, Elektra gave another piece of news to Roxanne. “ By the way, the editor-in-chief of a fashion magazine requested an interview with you today. I wonder if you have time for the interview. If you don't, I'll just decline it on your behalf.”