

Mission To Remarry

Chapter 1885

Chapter 1885 Outstanding Sales

While the wedding was only eight days away, Flora Verba Group's official website and the flagship stores of major e-commerce platforms announced that the third batch of products would be on sale soon.

The three hundred thousand figure on the promotional poster was particularly eye-catching, and the market had since gone into a frenzy.

When Flora Verba Group's second batch of products went on sale, the company gained popularity among consumers from all the top three tiers of cities.

Hence, a lot of consumers were looking forward to buying the products to see if they were as effective as others had proclaimed.

Since the company was going to sell up to three hundred thousand units, the consumers were hopeful of getting their hands on one.

Roxanne took Elektra's advice to launch the products in advance because, in two days' time, another luxury brand from Epea would also be launching their new product.

Hence, Roxanne wanted to grab a share of the market beforehand.

Experts in the industry even predicted Flora Verba Group to do exceptionally well, and they were expecting the three hundred thousand units to get sold out within three days. That prediction was based on the exponential increase in the company's franchise stores as well as the online platforms selling the products.

If Flora Verba Group could do well with this batch of products, it could gain a strong foothold in the cosmeceutical industry.

In fact, the company's future was looking bright, with its market value reaching over forty billion.

Elektra had even received a five billion offer from an investor, intending to purchase ten percent of the company's shares.

Elektra didn't accept the offer, though. After all, she was certain that the situation would change drastically in a few days' time.

At ten in the morning, Roxanne was in her office watching the countdown on the online platform. The sale started as soon as the countdown ended.

In an instant, thirty thousand sets on one of the online platforms were sold out.

Another thirty thousand sets on a different online platform were also sold out within thirty seconds.

There were more than three hundred franchise stores all over the country, and the sales volume ranged from a hundred to five hundred products on the first day.

An enormous crowd was seen queueing up outside every store, and as soon as the stores were opened for business, the consumers swarmed the stores.

Flora Verba Group's flagship store in Horington, especially, was attending to almost six hundred customers at once, and the scene was simply shocking.

Elektra wasn't pleased when she arrived at the scene and saw what was happening.

However, she had to keep her act going, so she took a video of the scene and sent it to Roxanne.

At the same time, the franchise stores were all calling her to order more products.

“Look at this, Roxanne! Those three hundred thousand units will get sold out in no time!” Elektra sent a voice message to Roxanne.

Roxanne was baffled after she watched the footage. I can't believe how fast a good product sells out in the market! Judging by how things are going now, it seems like we're really going to sell all three hundred thousand units within three days! We'll have to increase our production rate in the future!

Needless to say, Roxanne didn't expect things to go so well.

Linda, who was next to Roxanne, explained, “Dr. Jarvis, we're currently in the era of personal media. A lot of consumers and influencers would give their reviews on the internet after using our products. Hence, the effect of word-of-mouth marketing is more prominent than ever!”

Roxanne nodded in agreement.

“Of course, Ms. Lane must've promoted the products as well. Ms. Lane is such a great marketer!” Linda sang Elektra's praises, and Roxanne couldn't help but agree.

In fact, Roxanne felt relieved to have agreed to Elektra's business plan.

All the online platforms were supplied with a hundred thousand sets in total, and those products were all sold out within fifteen minutes, including the several thousand sets on minor platforms.

The developers of said platforms never expected to garner this much network traffic within a day.

After all, they were all merely trying their luck by selling a few thousand units. Yet, they ended up making a huge profit.

The sales results were outstanding that day.

Soon, the official website of Flora Verba Group released its sales report on that day, with a total of over one hundred and sixty thousand units sold through both online and physical stores.

The total sales revenue amounted to a whopping four hundred million.

That very night, foreign cosmetic companies all conducted emergency meetings overnight to discuss countermeasures.