

PRODUCT LAUNCH

Bloom Organic Skincare

Clean, Ayurveda-inspired skincare for Indian skin

LAUNCH DATE

1 November 2026

TEAM

Product & Marketing

STATUS

Go-to-market plan





Agenda

01

Product

02

Audience

03

Launch plan

04

Success



PRODUCT

01

KEY IDEA

Gentle on skin. Kind to
the planet.

The promise



Meet Bloom Organic Skincare

Clean, Ayurveda-inspired skincare for Indian skin

A five-product range made with botanical extracts, free of parabens and sulphates, in recyclable packaging.



Product hero shot



Key features

1

Clean formulas

No parabens or sulphates.

2

For Indian skin

Tested in humid climates.

3

Recyclable

Glass and paper packs.

AUDIENCE

02



Who it is for



Sneha, 26

SKINCARE ENTHUSIAST

Reads every label.



Arjun, 29

MINIMALIST

Wants a two-step routine.



Leela, 41

SENSITIVE SKIN

Needs gentle products.



Why it wins

Typical alternatives

- ✓ Complicated set-up
- ✓ Generic features
- ✓ Hidden costs

Bloom Organic Skincare

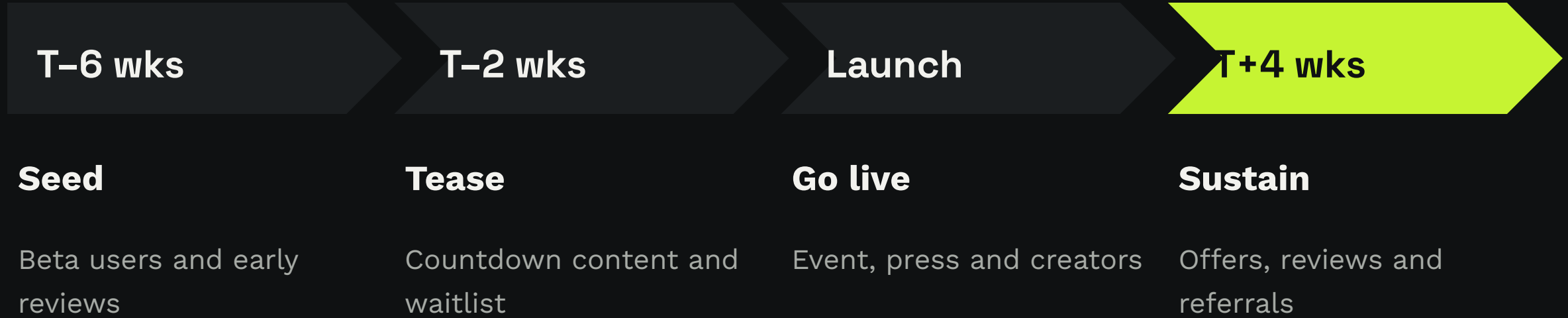
- Ready in minutes
- Built for this audience
- Simple, honest pricing

LAUNCH PLAN

03

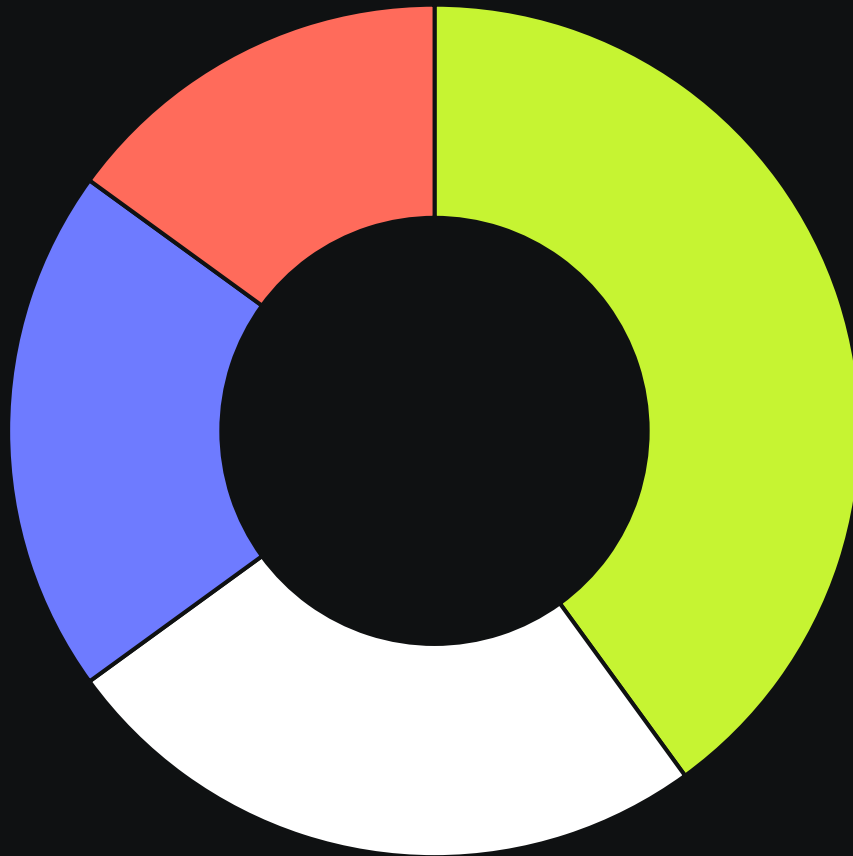


Launch timeline





Launch budget



- 40% Digital ads
- 25% Creators
- 20% Launch event
- 15% PR & content

Sample data for illustration.



Campaign visuals



Image 1

Hero film

30-second launch video



Image 2

Social kit

Posts, stories and reels



Image 3

Retail

Shelf and display materials

SUCCESS

04



What success looks like

50K

sign-ups in 30 days

4.5★

average review

20%

trial-to-paid conversion

Targets, not results.



Risks and mitigations

- Stock-outs: buffer inventory at two warehouses
- Support load: extra shifts in launch week
- Negative reviews: rapid-response team
- Delays: weekly go/no-go checkpoints

Ready for launch

Questions, ideas, last-minute checks?

Product & Marketing team