

**A
Project
Report
On
Multi Level Marketing
(Amway)**



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1. History:

It is generally accepted that the first multi-level marketing plan was introduced in 1945 by the California Vitamin Company (shortly afterwards to become Neutralise). The plan allowed Neutralise distributors with at least 25 regular customers to recruit new distributors and draw a 3 percent commission from their sales. Unlike traditional direct selling, this was an ongoing payment whenever the customer re-ordered; allowing direct sellers to build a sales organization that could generate a residual-like income.⁽¹⁾

The 1980s saw a major shift as companies began managing the stocking and distribution of products as well as commission payments to their members. This allowed members to focus on selling. Today, most MLM companies act as logistics companies that take orders, ship products and calculate and pay commissions.

With the arrival of the Internet, MLM companies have started to go online. Many established MLM companies began to use the Internet to promote their products. At the same time, many other new MLM companies started their businesses using the Internet, a model generally called online MLM.⁽²⁾

2. Introduction

Multi-level marketing (MLM) is a marketing strategy in which the sales force is compensated not only for sales which are personally generated, but also for the sales of others who are recruited, creating a down line of distributors and a hierarchy of multiple levels of compensation. It is a kind of network or referral marketing. A company can be termed MLM when the products or services are distributed by independent distributors. Their compensation depends on their own sales as well as the sales of other distributors they have included in the company. The term multilevel comes from the concept of recruiting and training distributors as a part of the sales team within the company.⁽³⁾

Multi-level marketing is a legitimate business strategy, though it is controversial. One problem is that pyramid schemes, which use money from new recruits to pay the people at the top, often take advantage of people by pretending to be engaged in legitimate multi-level marketing. Pyramid schemes can sometimes be spotted by their greater focus on recruitment than on product sales.⁽⁴⁾

3. ABOUT MLM:

Around the world, direct selling is a growing channel of retail distribution for 'low ticket' consumer goods; particularly personal products, cosmetics, nutritional supplements and household goods for which there is a strong repeat market. Traditionally, direct selling companies offered self employed direct sellers a flexible part time earnings opportunity. The direct sellers were usually managed by employed sales managers.⁽⁵⁾

3.1 Definition:

1. Multi-level marketing (MLM) is a marketing strategy in which the sales force is compensated not only for sales they personally generate, but also for the sales of the other salespeople that they recruit. This recruited sales force is referred to as the participant's "down line", and can provide multiple levels of compensation. Other terms for MLM include pyramid selling, network marketing and referral marketing.⁽⁶⁾
2. A strategy that some direct sales companies use to encourage their existing distributors to recruit new distributors by paying the existing distributors a percentage of their recruits' sales. The recruits are known as a distributor's "downline." All distributors also

make money through direct sales of products to customers. Amway is an example of a well-known direct-sales company that uses multi-level marketing.⁽⁷⁾

3. Direct selling method in which independent-agents serve as distributors of goods and services, and are encouraged to build and manage their own sales force by recruiting and training other independent agents. In this method, commission is earned on the agent's own sales revenue, as well as on the sales revenue of the sales-force recruited by the agent and his or her recruits (called downline). Also called multilevel marketing (MLM), cellular marketing, or by other such names, it is a multi-billion dollar worldwide industry that distributes practically any portable item, although restricted or banned in several countries due to its history as a vehicle for consumer fraud. Said to have been pioneered by the now-defunct California Vitamin Company in 1941, it is a method employed by large firms such as Amway, Melaleuca, Nikken, and Shaklee-Nagamuchi.⁽⁸⁾
4. "A sales system under which the salesperson receives a commission on his or her own sales and a smaller commission on the sales from each person he or she convinces to become a sales person."⁽⁹⁾
5. Multi-level marketing businesses function by recruiting salespeople (also called Distributors, Independent Business Owners, IBOs, Franchise Owners, Sales Consultants, Beauty Consultants, Consultants, etc.) to sell a product and offer additional sales commissions based on the sales of people recruited into their downline, an organization of people that includes direct recruits, recruits' recruits, etc. This arrangement is similar to franchise arrangements where royalties are paid from the sales of individual franchise operations to the franchisor as well as to an area or region manager, but in some MLM programs, there can be seven or more levels of people receiving royalties from one person's sales.⁽¹⁰⁾

3.2 Example of MLM⁽¹¹⁾

1. **Amway** is the best example of MLM, but there are many others. Cutco Knives are marketed through Vector Marketing, both Vector and Cutco are owned by the same parent company.
2. **Aflac**(borderline case, like Farmers Insurance): Aflac sells supplemental health care insurance, including in Japan which has a vestigial and increasingly inadequate national health care plan. It is not a full-blown MLM, but has many attributes of one.
3. **Alticor** parent company of Access Business Group and Quixtar and Amway. Originally, Alticor was Amway, but changed its name and incorporated Amway outside the USA as a wholly-owned subsidiary.
4. **Farmers Insurance** mostly sold through inexperienced agents recruited by district managers. While most insurance is sold through third party firms, Farmers has a peculiarly MLM-style of recruiting agents who have no experience whatever with insurance.
5. **Mary Kay Cosmetics** (extremely well-known; recruits are supposed to show customers how to use the products). Uses a scheme of leasing cars to sales people who make monthly targets.
6. **Nikken** (Japan-based health care products, dominated by magnets)
7. **Nu Skin** (Japan-based health care products) product was Interior Design Nutritionals (IDN), since renamed Pharmanex also markets.
8. One of the other example of is **Arbonne** which is international company offering skincare product. The product developed in Switzerland and based on botanical principle.⁽¹²⁾
9. An example of a **pyramid scheme** is Malaysian SwissCash.⁽¹³⁾

4. Process of MLM

Professional network marketers all have a system for bringing new distributors onto their team. The details of the implementation are widely varied, but the basic structure is common across all systems that I have studied, and the true professionals know where they are in the process with each prospect.⁽¹⁴⁾

- **Five steps process**

1. A sales representative(a distributor) first becomes effective at selling a product or a services to a consumer.



2. Recruit one person and train them how to get customer. This person would be called your downline.

You teach rep to get customers



3. Once your sales rep can get customer at will, and then train them how to recruit another person.

You teach rep to get rep



4. Ensure that your sales rep can train his new sales rep how to get customers.



5. Then, you recruit one other person and repeat steps two through four. Keep doing this until you have reached the income you desire.⁽¹⁵⁾

5. Network marketing as business

Network Marketing has advantages and disadvantages, just like every other kind of business model. Network marketing is also known as referral marketing, cooperative marketing, MLM or multi-level marketing. At its root Network Marketing business requires that you build a distribution network. Network Marketing is not for everyone. In reality, only a small percentage of those who pursue the industry succeed in it. The reasons are complex, and there are no easy answers because human relationships are unique and cannot be categorized into a set of rules and tasks to be followed.

Most successful Network Marketers are positive, extroverted people who have a large circle of influence. In other words, they are credible and respected, and have a large number of people who know them, like them and trust them. Successful Networkers have been successful in other areas of life, and can translate that success into the Network Marketing arena. Network Marketing at its root will always require good, old fashioned conversation whether it be in person, via telephone, e-mail or instant messenger.

5.1 Network Marketing Business Different from other

Traditional businesses are based on a few business owners selling their products to many customers. The Network Marketing business model is based upon many business owners each selling products to a few. The traditional business strives to be unique, whereas the

Network Marketing business strives to be duplicatable. The traditional business sells products. The Network Marketing business sells products and offers a business opportunity. Network Marketing business success requires that you sell products, and that you develop a team of business partners who also sell products.

To develop a solid, six figure income in Network Marketing business, an individual really need to have a strong sense of self direction, an unflagging optimism, and the enthusiasm and passion to promote your product and business daily to the people around you. Network Marketing leaders make a point to speak to five to ten NEW prospects daily to keep a regular flow of new people into the business and also need to grow personally as well as professionally, to confront own inner fears and limitation and to take the time to learn the skills need to succeed in the business.

- **Network Marketing in Controversies**

This kind of business always comes in controversies and always un news because of some reasons they are as follows

Market Saturation — Some people believe that the Network Marketing model itself is flawed because an unlimited number of distributors selling products creates market saturation. A good research project would be to compare the relative income levels of distributors coming into a company that is mature and has more distributors, with those of distributors entering a young company without a lot of distributors.

Unscrupulous distributors — Unfortunately Network Marketing can attract lazy people who think they will make money off of the work of their downline without selling products themselves. Important in Network Marketing to focus on working hard. There are also some Network Marketers who do not think ABOut targeted advertising, and instead try to sell their products or their business opportunity to anyone who breathes, regardless of whether they want to hear ABOut it!

This approach can alienate friends and makes a terrible impression, thereby contributing to the 'sleazy' image of Network Marketing. Even worse, some companies use this as the model of how to start your business. There are Network Marketing distributors who clog up the internet with zillions of business opportunity unsolicited e-mails, newsgroup posts and other unscrupulous advertising.

Scams — Some scam artists use Network Marketing to distribute their products quickly and then take the money and run, giving the entire industry a bad name, And due to this many people lost their money. Some of the companies who involves in this kind of scams are

Speak Asia

Tulip

RCM

Swarn Laxmi Yojna.⁽¹⁶⁾

5.2 Drawbacks of network marketing business

Probably the biggest disadvantage to network marketing is that it can be difficult to embark in your own business. Network marketing unfortunately has a kind of negative stigma to it and most people are suspicious of network marketing thinking that it is a pyramid scheme, if an one is not in this kind of business its hard to adjust and have to be a self starter but the rewards can be just as great.

To avoid these disadvantages, work with people who know what they are doing and can teach, support, and help. The worst experience in network marketing comes when someone join a company, and fail every time.⁽¹⁷⁾

5.3 Characteristics of a Top Network Marketing business

- Integrity and honesty
- Full disclosure About the company's ownership, financial strength, product development, and distributor relationships
- A mission statement along with ethics standards and values
- A simple, duplicatable marketing system that people from all orientations can follow with a reasonable expectation of success
- Products that have been tested for reliability and marketability
- A fair compensation plan that's easy to understand and rewards both full-time and part-time distributors
- Support for the associates in the form of outstanding marketing materials, conference calls, and national meetings
- An experienced management team
- Training that teaches people what to do and how to do it so that they can become successful within a reasonable period of time
- Technology that makes it easy for distributors to recruit, train, sell products, and manage their organizations, and for retail customers to buy products.⁽¹⁸⁾

6. MLM lead generation

MLM lead generation is critical when it comes to finding success in NetworkMarketing. Just as any business thrives or fails based on their flow of leads, an MLM business is no exception. Leads may seem more important when you just get started in a Network Marketing program, but lead generation will remain a constant concern throughout your career in the industry.

6.1 Seven Strategies

There are a number of different strategies that can be used for lead generation, but the best results are achieved by using a combination approach with multiple strategies. Here are seven categories of MLM lead generation approaches.

1. Warm market

Warm market is where most people start their MLM marketing. Warm market means all of your friends, family, and coworkers- people you already know, or have known. It is the simplest and fastest way to succeed with your *MLM lead generation* strategies.

Warm market is used in both the sales and direct marketing industries. In direct marketing it is similar to using the phrase "permission marketing". In sales and direct marketing your warm market is said to be people you know, which could be friends, relatives and existing customers, even referrals are said to be warm."Cold market" refers to a sales person's future or prospective customers⁽¹⁹⁾

2. local prospecting

Local prospecting for MLM lead generation is called cold market prospecting. Because of the huge amount of rejection- the cold shoulder you can expect.

3. Traditional advertising

Traditional advertising avenues like radio, TV, print, direct mail, and outside advertising like billboards and ad space on buses or cabs is not very effective for MLM lead generation.

4. Buying Leads

Buying leads is dangerous unless you have no concerns ABOut money, because you may find yourself wasting a bunch of it.

5. Search Engine Marketing

Create a well-designed lead funnel that starts with your advertising on one of the search engines sites and directs people to a capture site with a compelling offer that gives you a high conversion rate and registration rate from your visitors.

6. Social Networking

Social Networking is a huge topic too. It's all ABOut relationships and offering solutions to those you meet.

7. Attraction Marketing

Attraction marketing is the most appealing method of online MLM lead generation. That's when you become such an authority figure that people seek you out rather than the other way around.⁽²⁰⁾

6.2 Six ways to Generate the Best MLM Leads

Generating the best MLM leads is both a skill and an art that can be learned. One of the important factors to remember is that you are talking to real people. It's not ABOut you. It's ABOut them. Find out their feelings, their goals and wants. Then provide a solution. Build a relationship and then a partnership.

The fact is most people don't care ABOut your company, pay plan, etc. They care ABOut finding a solution to their problem.

1. Generate MLM leads with a personal website.

Learn to sell yourself. Why should someone join you? What makes you unique? And what value and expertise do you bring to the partnership? Answer these questions on your Website. Sell "you."

2. Use an auto responder to acknowledge your MLM leads.

As leads visit your website, offer a "free report or newsletter." This will build your subscriber list and allow you to communicate with your prospects. Use it to provide valuable information. Timing is everything. If the timing isn't right today, it may be next year. Be that person who has stayed in touch.

3. Have an MLM leads generation plan and goals.

Will need to set goals and stick to them. Be consistent and stay focused.

4. Write articles to generate MLM leads.

Article writing is a great avenue for building a presence online. Submit these articles to e-zines and newsletters. Articles are powerful because you can present yourself as an expert in your industry.

5. Create a blog for MLM leads.

Blogging is fun and it allows you to write freely to your niche. Blog posts can be various lengths. Blog regularly and watch your traffic grow.

6. Learn to Squidoo for MLM leads.

Anyone can do it. It's simple, fun and it allows you to monetize your marketing. I've created some of my best MLM leads through Squidoo.

Conclusion: Generating Multi-Level Marketing Leads

Generating the best MLM leads is a process that won't happen overnight. But it will happen. Pick one or two lead generating avenues and master those. Then, when you are ready add one more and repeat.⁽²¹⁾

7. Advantages and disadvantages of MLM

Advantages of MLM:

- MLM marketing holds many advantages, mostly for the business. A business that use MLM marketing as a means to market a product or service gains the advantage of not having to hire full time salespeople.
- Marketing is done through a multi tiered system of independent representatives, each in business for him or herself.
- These are the people responsible for selling the product or service offered by the company and for recruiting new independent salespeople into the business.
- One distinct advantage for the independent representative is low overhead.
- The affiliate does not have to keep inventory on hand.
- Most orders are taken either online or through a campaign of catalog distribution.
- With multi level marketing opportunities you can say goodbye to the daily grind and never ending dissatisfaction of life.
- Once you have built your multi level marketing business opportunity to a certain level, it will not take a full work schedule to keep it going smoothly.
- Having a successful multi level marketing businesses can give you the money you have always dreamed of.

Disadvantages of MLM:

- MLM is often a very attractive business model to those looking to supplement their current income. The major draw is the idea of getting paid someone else's work.
- You must make sure you are joining the best, do your research.
- With a online marketing business opportunity you usually need a huge down line to make good money.
- With a failure rate so high, getting them involved may burn some bridges later if it doesn't work out.
- One major disadvantage of MLM/affiliate programs is also its biggest draw for new people, the downline.⁽²²⁾

8. MLM software

A Xentric technology is fully dedicated to multi level marketing software development. On the bases of their experience they develop MLM software. Their motto is to maintain good business relationship and also utilize best industry professionals for recommendations and also provide conference information and various other materials to help you start MLM business.

Software for MLM companies:

"Software plays vital role in the success of MLM Organization"

They have a group of highly qualified and experienced Software Professionals and Technical support Executives. They have already worked with many MLM companies and successfully implemented MLM Software at the client side Our MLM Software is a product and customized solution for handling various activities of MLM Company like Registration, Confirmation, Product package / delivery, Genealogy- various type of tree with respect to plan, Incentive calculation, Integrated Cheque printing, weekly report, payout report and more.

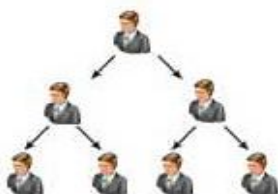
It helps in

- Start MLM Company
- Software & Online/Web-Based Systems
- E-Brochure
- Development
- Plan Evaluation
- Marketing Strategies
- Product Line Expansion

Multiple MLM software plans like

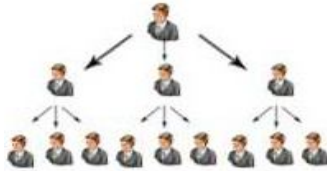
1. Binary Plan
2. Matrix Plan
3. Australian Binary
4. Spill over Plan
5. Board Plan
6. Growth Plan
7. Step Plan
8. Generation Plan
9. Auto Filling Plan

1. MLM Binary plan



The Binary plan is an organizational plan used by multi-level marketing (MLM) organizations wherein new organization members are introduced into a Binary Tree structure, or a left and a right sub tree. A typical MLM binary tree structure: The individual will receive compensation from the sales of the down line red members. Normally, one sub tree is referred to as a Power Leg while the second sub tree is a Profit Leg.

2. MLM Matrix Plan:



MLM Matrix Plan Development generally works by permutation of MLM binary. The company has capable and proficient Matrix Plan Experts, who takes absolute conscientiousness for Matrix MLM Software Development. The MLM plan is triumphant, until and, unless there are a large number of people recruited for the matrix or force matrix process. The people recruited work in united loom to accomplish the goals of maximum profit.

3. MLM Australian Binary:



Both Australian Binary plan and Tri-Binary plan looks similar, the only difference between them is during the payout for pair, matching is required in Tri-Binary, whereas no matching is required in MLM Australian Binary Plan. Many MLM plans are approved by the clients, but the Australian binary plan has its own importance. Australian Binary Plan Development is comparable to tri binary plan development. The difference is less but can't be negotiated.

4. MLM Spill over Plan:

MLM spill over plan is just similar to binary plan. To start a multilevel marketing business we need to understand the working of the binary plan. At the initial level we have to join some people to our down line. As they reach their target we need to recruit some more people to next down line, the joining process goes on. Every upper line person gets benefit of its down line person. Spill over means to a person spills over to its down line person. Here the profit grows as the down line person performs.

5. MLM Board Plan:



Preeminent and foremost MLM opportunities are being offered to MLM clients in the board plan MLM. Board plan compensation is the newest and gaining the esteem among MLM clients. MLM Board Plan Software Experts of the company are dexterous and proficient in understanding the client requirements regarding the building and modification of the existing board plan in the MLM industry. After the commencement of MLM Board Plan, then every member has to sponsor the people in 3:3 ratios. An excellent amount of reward points and incentives can be made on the number of joining made by the parent board plan member. Significant opportunities can be made accessible through joining into the Board Plan MLM

Software development.

6. MLM Growth Plan:

The MLM growth plan is best multi level marketing software. It provides good relation between vendor and owner. It provides more money in less time. Xentric Technologies provides many MLM Software plans but the one of the more efficient plan is MLM growth plan. In the network marketing we sell the product and business ideas to our client and take money. Any software can be success if it gives satisfaction on both client and owner side.

7. MLM Step Plan:

This is a simple, straightforward compensation plan. It allows for a distributor to have a first level of unlimited width. The levels the company pays commission on generally range from 3 to 9 levels deep. The more volume generated by any one and organization, the more a person can earn. A disadvantage to this plan is that building wide means the distributor may give less help to his personal enrolees.

8. MLM Generation Plan:

This is the most common of all the compensation plans. It is where most of the really big money is made in MLM. This big money, however, is made by a very small percentage of people. Breakaway plans are geared for full-time effort. Attrition is the highest with breakaway plans and it generally will cost more to build your business. This is a work program. It takes persistence, salesmanship, and requires the ability for you to train your recruits. Companies which use breakaway plans tend to pay higher commissions. However, the plan may be extremely difficult for most people to duplicate.

9. MLM Auto Filling Plan:

MLM Auto filling Plan is a non referral plan, which aims to gratify specific product promotion in the MLM industry. An online solution for the Auto filling MLM Software Development is being offered by the company. The Auto filling MLM Plan progresses in the multiple of 2, 3, and 4.

Salient Features of MLM Software

- Unique way to provide online solution
- MLM Software is user Friendly
- MLM Software is Simple, reliable and easy to operate
- MLM Software has Fully Organized member and administration section
- MLM Incentive calculations / Statement generation within few minutes.⁽²³⁾

9. Reasons for failure in MLM

1. The most important reason of a failure on our opinion is a lack of desire.
2. The second reason we would like to mention is a lack of action.
3. The third reason for people to fail in network marketing industry is a lack of focus⁽²⁴⁾
4. The distributor not talking to people.
5. The distributor Not talking to enough people
6. The distributor not talking to the right people
7. Distributor not talking right to people.⁽²⁵⁾
8. Lack of Training/No Self Growth

- 9. No Goals Set
- 10. Fear.
- 11. Lack of Leadership⁽²⁶⁾

10. Pyramid scheme

- **Introduction of Pyramid Scheme:**

A pyramid scheme is a non-sustainable business model that involves promising participants payment or services, primarily for enrolling other people into the scheme, rather than supplying any real investment or sale of products or services to the public

A pyramid scheme is a fraud based on recruiting an increasing number of investors.

E.g. new recruits pay a sum of money to join the "program" and become a distributor of a product or service, and are told that they'll make money based on the number of new recruits they in turn bring in. The basic idea is that the higher up on the pyramid you are, the more money you'll make.⁽²⁷⁾

- **Protect Yourself from Pyramid Schemes:**

E.g. when you're investigating a potential business opportunity, you'll want to gather all the information you can ABOut the multi level marketing company's products and operations.

Get (and read) written copies of the company's sales literature, business plan and/or marketing plan. Talk to other people who have experience with the multi level marketing company and the products, to determine whether the products are actually being sold and if they are of high quality. Check with the Better Business Bureau to see if there have been any complaints ABOut the company. Understand when you're at that multi level marketing recruitment meeting. Inflated claims for the amazing amounts of money you're going to make should set your alarm bells ringing.

Being part of a successful multi level marketing company can be both profitable and fun, but unfortunately, some purported multi level marketing opportunities are actually pyramid schemes designed to flatten both your wallet and your dream of running a business.⁽²⁸⁾

11. The Real Problem with Network Marketing and Multi-Level Marketing (MLM)

The real problems happen owing to pyramid structure but you can't really take issue with the tiered compensation structure because almost every large sales organization in the world has that. Salespeople get commission, and sales managers get overrides or bonuses on top of that, and sales directors on top of that, and VPs on top of that.

Now certainly, there are illegal pyramid, or "Ponzi", schemes. This is where the money is all being made off of signing up other people, with little or no real product ever being delivered. But in spite of whatever perceptions people may have, the fact is that Amway, Excel, Meleleuca, PrePaid Legal, USANA, and many others have sold millions upon millions of dollars of products to happy customers, many of whom are NOT also reps. So, there may be a perception problem here, but if so, the perception is out of line with the reality.

The real problem with MLM is not MLM itself, but some of the people it attracts. Network marketing is just a business model, and it really amounts to "micro-franchising". Its upside is

that it has a very low cost of entry, with the potential for exceptional revenue, and there are those who achieve that.

But those same things that make it attractive make it attractive to many who are NOT really qualified or prepared to become business owners. The salient characteristics of MLM make it attractive to people who:

- have not done well in their business or profession and have little money saved up to invest
- have no previous experience owning or running a business
- have no previous experience in sales
- have little or no experience developing business relationships other than that of employer/employee/co-worker
- are not satisfied with their current level of income
- have unrealistic expectations of the amount of work involved compared to the revenue realized

Solution:

There's a first time opportunity for people to who is working in MLM. Their points are this— recognize it for what it is, it's a business, and you are a business owner. If you are not aware ABOut the how to do sell and all that things so, you need to learn ABOut how to do so, not just from the network marketing/MLM experts, but from established experts in those fields.

Network marketers who are serious ABOut building a business should be reading and learning ABOut business fundamentals, the latest sales and marketing techniques, strategies for networking and business development, etc., not just swapping tips at your team's weekly or monthly meeting. Act like a small business owner, and people will treat you like one.⁽²⁹⁾

12. Government regulation on MLM

Government is aware of a number of multi-level marketing companies operating in the country are disguised as those selling products but they are inherently operating money circulation scheme. Some complaints have been received, in the light of which, the Government, in Department of Financial Services, has constituted an Inter- Ministerial Group consisting of representatives from Department of Financial Services, Ministry of Corporate Affairs, Reserve Bank of India, Securities Exchange Board of India, Department of Consumers Affairs, CIEB (Department of Revenue) and SFIO to –

- Draft Model Rules on the Multi Level Marketing Companies and on the prohibited scheme under the prize Chits and Money Circulation Schemes (Banning) Act, 1978.
- Frame clarificatory guidelines on how to distinguish between genuine direct sales from disguised money circulation scheme.

This information was given by Minister of State for Corporate Affairs Shri R.P.N. Singh in reply to a written question in the Rajya Sabha today.⁽³⁰⁾

13. Articles from news paper

- 87 companies under scanner for multi level marketing schemes.⁽³¹⁾
- Government ask states to ban multi-level marketing schemes.⁽³²⁾

- Government finalising rules for multi-level marketing companies, stop corporate fraud.⁽³³⁾
- Man arrested in multi-level marketing fraud case⁽³⁴⁾
- Government must build a direct selling framework⁽³⁵⁾
- Draft regulation soon for multi-level marketing firms⁽³⁶⁾

14. Top 25 company of MLM⁽³⁷⁾

Company	Time In Business
1. Amway	1959 - 53 Years
2. Melaleuca	1985 - 27 Years
3. USANA	1992 - 20 Years
4. Nu Skin	1984 - 28 Years
5. Isagenix	2002 - 10 Years
6. Forever Living	1978 - 34 Years
7. Legal Shield	1972 - 40 Years
8. ACN	1993 - 19 Years
9. Herbalife	1980 - 32 Years
10. 4Life	1998 - 14 Years
11. Advocare	1993 - 19 Years
12. 5LINX	2001 - 11 Years
13. Synergy WorldWide	1999 - 13 Years
14. Arbonne	1980 - 32 Years
15. Xango	2002 - 10 Years
16. Nature's Sunshine	1972 - 40 Years
17. Morinda	1994 - 18 Years
18. Mannatech	1994 - 18 Years
19. Shaklee	1956 - 56 Years
20. Nikken	1975 - 37 Years
21. Sunrider	1982 - 30 Years
22. Freelif	1995 - 17 Years
23. Neways	1992 - 20 Years
24. Juice Plus (NSA)	1970 - 42 Years
25. GNLD	1958 - 54 Years

15. Recommendations

- Consumers would be wise to avoid health-related multilevel products altogether. Those that have nutritional value (such as vitamins and low-cholesterol foods) are invariably overpriced and may be unnecessary as well. Those promoted as remedies are either unproven, bogus, or intended for conditions that are unsuitable for self-medication.
- Government agencies should police the multilevel marketplace aggressively, using undercover investigators and filing criminal charges when wrongdoing is detected. People who feel they have been defrauded by MLM companies should file complaints with their state attorney general and with local FDA and FTC offices. A letter detailing the events may be sufficient to trigger an investigation; and the more complaints received, the more likely that corrective action will be taken.⁽³⁸⁾

16. Practical Report on



Type of business	: Private.
Industry	: Direct selling.
Founded	: 1959
Founder(s)	: Rich DeVos, Jay Van Andel
Headquarters	: Ada, Michigan, United states
Area served	: Worldwide
Key people	: Steve Van Andel (chairman) Doug DeVos(President)

	Al Koop(Chief Executive)
	Russell Evan(CFO)
Revenue	: USD 11.3 billion (2012)
Employees	: 20,000 ⁽³⁹⁾

16.1 Introduction:

Amway is the largest direct selling company and manufacturer in the world that uses network marketing to sell a variety of products, primarily in the health, beauty, and home care markets. Amway was founded in 1959 by Jay Van Andel and Richard DeVos. Based in Ada, Michigan, the company and family of companies under Alticor reported sales of USD\$11.3 billion for the year ended December 31, 2012 - the seventh consecutive year of growth for the company. Its product lines include home care products, personal care products, jewelry, electronics, Nutrilite dietary supplements, water purifiers, air purifiers, insurance and cosmetics. Amway conducts business through a number of affiliated companies in more than a hundred countries and territories around the world. Amway was ranked No.114 among the largest global retailers by Deloitte in 2006, and No.25 among the largest private companies in the U.S. by Forbes in 2012.⁽⁴⁰⁾

17. Meaning and history of Amway

“Amway” means Amway India Enterprises Pvt. Ltd. a company registered under the companies Act, 1956 having its registered office at Amway India Enterprises Pvt. Ltd., First floor, Elegance Tower, plot No.8, Non Hierarchical Commercial Centre, Jasola, New Delhi – 110 025.

What does the word Amway mean? Amway is an abbreviation for "American Way" and was coined in 1959 by company founders, Jay Van Andel and Richard DeVos. Short, unique and easy to remember, Amway has been registered as a corporate name and trademark ever since.

In the following decades, Amway Corporation successfully established itself as a leading multilevel marketing business, built on strong values and founding principles that continue to sustain our company today. The business is built on the simple integrity of helping people lead better lives.

Today, Amway is a multibillion-dollar international business representing freedom and opportunity to millions of people in more than 88 countries and territories around the world. Amway generates US \$ 9.2 billion (January - December '09) in sales at estimated retail through this global product distribution network. We offer over 3 million Business Owners the inspiration to grow those businesses, and we work hard to provide new and better ways for them to achieve their life goals.⁽⁴¹⁾

17.1 International expansion

Amway expanded overseas to Australia in 1971, to Europe in 1973, to parts of Asia in 1974, to Japan in 1979, to Latin America in 1985, to China in 1995, to Africa in 1997, to India and Scandinavia in 1998, to Russia in 2005, and to Vietnam in 2008.⁽⁴²⁾

18. Business model

Amway combines direct selling with a multi-level marketing strategy. "Independent Business Owners" (IBOs) may market products directly to potential customers and may also recruit (sponsor) and train other people to become IBOs. IBOs may earn income both from the retail markup on any products they sell personally, plus a performance bonus based on the sales volume they and their downline (IBOs they have sponsored) have generated. People may also register as IBOs to buy products at discounted prices. Amway provides training to the IBOs on products and business skills through the sale of "business support materials", for example, DVDs, CDs, books, websites, seminars, and business conventions.⁽⁴²⁾



19. Vision and Mission of Amway

Inspiring people to live better lives.

To provide the best business opportunity. To deliver exceptional quality products to urban and semi urban homes in the areas of Nutrition and Wellness, Beauty, Personal care, Home care, Home tech and Insurance.⁽⁴³⁾

20. Amway India Factsheet

20.1 Country's no 1 direct selling company

- Amway India is the country's leading direct selling FMCG-company which manufactures and sells world-class consumer products. All its products are covered by a 100 per cent Money Back Guarantee. If not completely satisfied with the product, the consumer can return it for a 100% refund.
- There is no joining fee for the Amway business – any adult can enrol as an Amway distributor, without any payment.

20.2 Corporate credentials

- Amway India is a wholly owned subsidiary of US \$ 10.9 billion Amway Corporation, Ada, Michigan, USA. Amway Corporation is one of the largest Direct Selling companies in the world. It has a presence in 80 countries & territories.
- Established in 1995, Amway India commenced commercial operations in May 1998 and has emerged as the largest Direct Selling FMCG Company. The Company has its headquarters in the National Capital Region of India - New Delhi.

- Amway has invested in excess of Rs. 200 crore in India of this; Rs. 22 crore is in the form of direct foreign investment.
- Amway India has 500 full time employees and has generated indirect employment for 2000 persons at all the contract manufacturer locations.
- The Company has provided income-generating opportunities to over 550,000 active independent Amway Business Owners.
- Amway India provides free and unlimited training to all its distributors to help them grow their business. Amway India conducts over 20,000 training sessions during an average 12-month period with an attendance of over 1.5 million Amway Business Owners and prospects.
- Amway India recorded a sales turnover of over Rs. 2130 crore in 2011, up from Rs.1790 crores in 2010.
- Amway India is a member of the Confederation of Indian Industries (CII) and Federation of Indian Chambers of Commerce (FICCI).
- The World Blind Union presented an award and citation to Amway India in 2003, for its peerless work for the blind child.

20.3 National presence

In thirteen years of commercial operation, Amway India has established a nation-wide presence of over 135 offices and 55 city warehouses and four regional mother warehouses. The distribution and home delivery network set up with the support of independent logistics partners is spread across over 5500 locations.

20.4 Manufacturing

Almost all Amway India products are manufactured in the country through seven third party contract manufacturers. To bring the identified contract manufacturers' production facilities and skills to international standard, Amway has invested in transfer of state-of-the-art, world-class technology to the contract manufacturers free of cost.

20.5 Products

- At present, Amway India offers over 130 products in five categories. They are Personal care category, Home Care category, Nutrition & Wellness category, Cosmetics and Great Value Products.
- With the exception of Cosmetics range (Artistry*) and some products in Nutrition and Wellness category, all Amway India products and bottles are manufactured in India.
- The products match Amway's global quality standards. They carry a tamper-proof seal and a '100 per cent Money Back Guarantee'. Amway products are environment friendly, and are not tested on animals. Amway encourages the return of its used product bottles for re-cycling and to prevent their misuse.⁽⁴⁴⁾

21. Competitors of Amway

21.1 Direct competitors:

- AVON

- MARY KEY
- SURIDER

21.2 Indirect competitors:

- Local Indian companies.
- Changing Political & Economic Environment.
- Focus shifted from selling products to recruiting.

22. Some products of Amway



- NUTRILITE is the world's No.1 selling Vitamins and dietary supplements brand.



- ARTISTRY is one of the world's top five largest-selling Premium Skincare brands.



- Attitude, the new range of skincare products from Amway. Vitamin A,C,E.



- Dynamite's range of male grooming products.



- Glister Toothpaste is a revolutionary Multi-Action Toothpaste with Sylodent that offers seven benefits.



- Satinique Advanced Range with unique Ceramide Infusion System uses nature's own renewing technology to rejuvenate, strengthen and protect hair.



- SA8 Gelzyme is India's only 3-in-1 laundry detergent which pretreats, cleans and softens.⁽⁴⁵⁾



- G&H Range enriched with the goodness of Glycerine and Honey, deeply nourishes and hydrates the skin for a healthy glow.⁽⁴⁵⁾

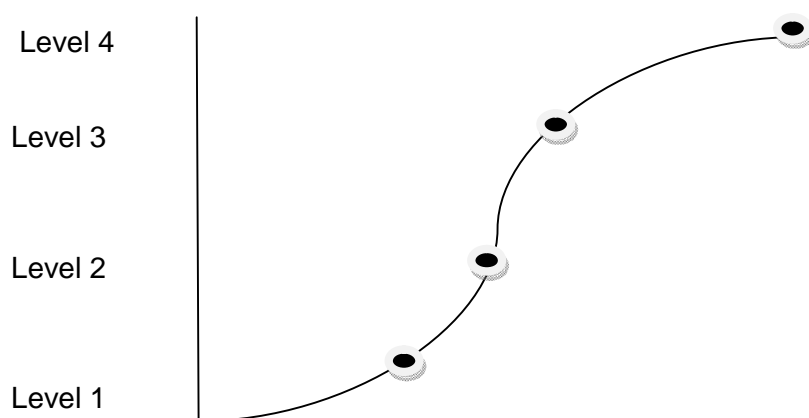
23. Amway training models ⁽⁴⁶⁾

Level 1- Basic product related trainings.

Level 2- Effective product presentation and selling skills workshops.

Level 3- Core line retailing workshops and certificate courses.

Level 4- Experiential trainings and events and leadership empowerment programs.



24. Sales and Marketing Plan

The Amway Sales and Marketing Plan is a low risk, business opportunity that is open to everyone. It allows you to build your business through retailing products and sponsoring other people who, in turn, can retail products and offer the business opportunity to others. By passing your sales and marketing knowledge to your developing team, you not only build your own business network but also enable others to build one of their own.

The Amway Sales and Marketing Plan has been operating for over 51 years and is available in over 80 countries and territories around the globe.

The core of the Amway Sales and Marketing Plan's income opportunity is the sale of quality AMWAY products to retail customers. As your Amway business grows, the rewards you earn grow in proportion. The Amway Sales and Marketing Plan does not compensate anybody for simply recruiting others as Amway Business Owners.⁽⁴⁷⁾

25. Know this ABOut Amway

• Research and development

1. 65 R&D &QA labs worldwide.
2. 20,000 m² of global lab space.
3. 700 scientists, engineers & technicians globally.
4. 240 technical consultants.
5. 200 published papers.
6. 75 university association membership.
7. 85 trade association membership.
8. 1000 granted patents worldwide.
9. 900 patents pending worldwide.
10. 100 advanced degree & 45 PhDs.
11. 450 products focused on health, wellness & beauty.
12. Analytical services / quality assurance -10,000 + Scientific experiments per year, 7,441 raw material managed, 746 supplies in 44 countries.
13. \$3.5 billion in bonuses and incentives.⁽⁴⁸⁾

26. Top 10 Rules of Amway

1. No selling through retail stores
2. Truthful and accurate
3. Written sales receipts
4. Non Amway selling activities
5. Enticement to change lines of sponsorship
6. Manipulation of as mp / anti stacking rule
7. Retail effort
8. One distributorship rule
9. Plan presentation
10. There is no obligation to buy more products or business support materials than needed⁽⁴⁹⁾

27. Requirements to become distributor:

Without limiting Amway's rights, the following are requirements for becoming a distributor or renewing an Amway distributorship:

- A distributor must be at least 18 years of age;
- He must not be unable to manage his business due to mental or legal reasons;
- He must not have been suspended from his current profession or business by any professional association, society, or institute;
- He must not be in jail and / or confined to any correctional institution of any kind.

28. Article

• By John McCain

John Sidney McCain III (born August 29, 1936) is the senior United States Senator from Arizona. He was the Republican presidential nominee in the 2008 United States election.

McCain's Economic Solution: Everybody an Amway Distributor

Even the Chinese will benefit from McCain's global economic solution! (Flickr: sinosplice)
Challenged to move away from generalities and bromides and provide specifics ABOut fixing America's troubled economic situation, Sen. John McCain, the Republican presidential nominee, has at last responded. He presented a sweeping new idea so startling that not even top economists and leading banking regulation authorities would answer phone calls seeking comment.

"Every American should buy an Amway distributorship, sit back and watch the cash pour in," the Arizona senator declared. "I've studied almost every page of the Amway pamphlet. Everybody will get rich. My economic advisers tell me this would have a very fundamental effect on fundamental things — like jobs."

McCain further predicted that Amway's vast line of household products, spurred by huge new demand after franchisees start beating the bushes to sell Amway distributorships to others, who will sell distributorships to still others, who will sell distributorships to the yet others, one of whom will actually have to buy Amway products to sell,

This will also create a "tsunami" in the manufacturing and raw materials sectors as suppliers of alkali, palm oil, ammonia and other staples scramble to produce enough soap, sponges,

stain-remover and other key commodities to stock distributors' basements and garages nationwide.

"This is my very own idea," the Vietnam War hero and 26-year Capitol Hill veteran emphasized. "Cindy [McCain's wife] thought everybody should buy a beer distributorship instead," he disclosed, "but not in Arizona.

"I told her that wouldn't be fair to the fine folks, the Arizonans, or Arizonians, or whatever," McCain continued, "and, after all, my fundamental principle is fundamentally fairness to all, I believe. But, by then, I realized Cindy had gone shopping."

Bruce McCall, a humorist, is a regular contributor to The New Yorker and Vanity Fair. He is the author of "All Meat Looks Like South America: The World of Bruce McCall" and "Zany Afternoons."⁽⁵⁰⁾

29. Sales data of Amway

Year	Wholesale Sales (INR)
1999	99 Cr
2000	248 Cr
2001	553 Cr
2002	626 Cr
2003	579 Cr
2004	636 Cr
2005	633 Cr
2006	768 Cr
2007	799 Cr
2008	1128 Cr
2009	1407 Cr
2010	1791 Cr
2011	2130 Cr
2012	2288 Cr ⁽⁵¹⁾

30. The truth ABOut Amway

• Amway – 50 Facts

1. Amway is a global leader in the \$102-billion direct selling industry. More than three million Amway Business Owners operate independent businesses in more than 80 countries and territories around the world.
2. Amway and its subsidiaries employ more than 13,000 people worldwide.
3. Amway and its subsidiaries reported record sales of more than \$7.1 billion for the year ending December 31, 2007.
4. Amway operates 65 Research and Development LABOratories worldwide, staffed by more than 500 scientists, engineers, and technical professionals.

5. Amway Research and Development professionals have been awarded more than 500 patents and have had more than 400 papers published in top industry journals.
6. Amway is a leader in the U.S. Direct Selling Association, the World Federation of Direct Selling Associations, the National Association of Manufacturers, and the U.S. Chamber of Commerce.
7. Amway was ranked 43 on the Forbes Magazine 2007 list of "America's Largest Private Companies."
8. Our eco-friendly home care products help maintain a cleaner environment and a cleaner home.

Our Subsidiaries

9. Amway owns the Amway Grand Plaza Hotel and the JW Marriott Hotel in downtown Grand Rapids, Michigan, as well as Peter Island Resort in the British Virgin Islands.
10. Amway owns the Laura Mercier line of cosmetics, which is sold in fine boutiques and department stores.
11. Amway manufacturing facilities are located in Ada, Michigan, USA; Dongnai Province, Vietnam.
12. Each year, 75 million units of soap, detergents, and cleansers; 150 million units of cosmetics; and 6 billion vitamin and mineral tablets are produced by Amway.
13. Amway operates six distribution centers across North America, totaling more than 1.5 million square feet of warehouse space.

Nutriline Products

14. Nutrilite is the world's leading brand of vitamin, mineral, and dietary supplements, according to 2007 sales figures.
15. In 2008, sales of Nutrilite products worldwide reached a record \$3 billion.
16. More than 75 years ago, Nutrilite founder Carl Rehnborg created the first Multivitamin / multimineral supplement sold in North America.
17. Nutrilite is the only global vitamin and mineral brand to grow, harvest, and process plants on its own certified organic farms.
18. Nutrilite operates 6,400 acres of farmland in the U.S., Mexico, and Brazil, where plants are grown and harvested in accordance with nature using sustainable, chemical-free methods.
19. Nutrilite scientists are at the forefront of a new scientific discipline called nutrigenomics, the study of how our genes interact with nutrients.
20. The Nutrilite Health Institute Scientific Advisory Board, a worldwide group of leading nutrition, health, and genetics scientists, helps guide the future of the Nutrilite brand.

21. The Nutrilite Health Institute Center for Optimal Health is a world-class teaching and training facility offering visitors a personal, interactive path to optimal health.

Artistry Products

22. Since its 1968 launch, the Artistry brand has become the only direct sell brand in the prestige skin care and cosmetics category with more than \$1 billion in annual sales.

23. The Artistry brand is one of the world's top five largest-selling prestige brands of facial skin care and colour cosmetics.

24. More than 250 Artistry products are sold in more than 50 markets worldwide.

25. In 2007, the Artistry Scientific Advisory Board was established to lead Artistry researchers and scientists in the study of skin and skin care.

26. Artistry Creme L/X is the most luxurious, technologically-advanced product ever developed by Artistry scientists.

27. The Artistry Beauty Institute in Grand Rapids, Michigan, USA, is an in-depth, comprehensive training destination for Business Owners.

Durable Products

28. iCook Cookware offers the most advanced technology in stainless steel cookware, enabling busy families to eat healthier meals at home.

29. The eSpring Water Purifier was the first point-of-use system to combine carbon filtration with UV light technology, removing 99.99% of bacteria and viruses.

30. In Europe, Amway sells more point-of-use water filtration systems—our eSpring Water Purifier—than any other competitor, according to a study by the business research and consulting firm Frost & Sullivan.

31. The Atmosphere Air Purifier removes 99.99% of indoor airborne pollutants that pass through the system.

32. It would take 16 of the leading competitor's air purifiers to do the job of one Atmosphere Air Purifier.

Corporate Citizenship

33. Since its 2003 launch, the Amway One by One Campaign for Children has given more than \$52 million to make a difference in the lives of children around the world.

34. Since 2003, Amway employees and Business Owners have volunteered a combined 606,000 hours in support of One by One Campaign for Children projects.

Environmental Leadership

35. The first product launched by Amway in 1959 was L.O.C. Liquid Organic Cleaner- one of the first-ever biodegradable cleaning products.

36. Amway recycles up to 95% of recyclable waste produced at our manufacturing facility in

Ada, Michigan, USA.

37. Amway was an early innovator in the use of biodegradable surfactants in its SA8 Laundry Detergents and its cleaning products.

38. No synthetic chemical pesticides, herbicides, or fertilizers are used on the organic acreage where the plants used in Nutrilite™ concentrates are grown.

Endorsements and Sponsorships

39. Volleyball champion Gabrielle Reese and championship runner Sanya Richards are spokespeople for Nutrilite products

40. International soccer star Ronaldinho (born Ronaldo de Assís Moreira), a two-time Fédération Internationale de Football Association (FIFA) World Player of the Year, is a celebrity spokesperson for the Nutrilite brand.

41. International celebrity chef Jason Roberts serves as the Global Ambassador and Culinary Expert for iCook cookware.

42. The Artistry™ brand is the official skin care and cosmetics sponsor of Skate Canada events, and the Skate Canada national team.

Amway Business Owners

43. Globally, Amway has paid its Business Owners more in performance-driven bonuses than any other direct selling company in history.

44. The top health and beauty brand in China is Amway.

45. Amway Business Owners follow Rules of Conduct and a Code of Ethics designed to protect themselves, their customers, and the Company.

Overall Brand—Creating Change With a Caring Touch

46. Through Amway's One by One Campaign for Children, we're creating change with a caring touch by volunteering in communities where we live and work.

47. The Amway business opportunity enables people all over the globe to create meaningful change in their lives and to leave something of value to their children.

48. We care ABOut our Business Owners' success, so we equip them with well-made products, proven sales tools and a strong support system.

49. At Amway, we infuse a caring touch into everything, from our innovative products, to our business opportunity to our eco-friendly farming practices.

50. This year, Amway celebrates 50 years of creating change through leadership, Innovation, caring and vision.⁽⁵²⁾

30. Summary of our Interview

- Questioners for interviews:

1. Why you join Amway?
2. Is it profitable?
3. Do you like to work in MLM? Why?
4. It is your part time business or full time business?
5. What do you think ABOUT the MLM?
6. Which are the scopes of MLM?
7. Why you follow MLM model and not store selling?
8. Why Amway's products are costly as compare to other company's product?
9. It is easy to work in MLM?
10. What is different between direct selling and store selling?

Name	ABO* No:	Self phone no:
Alpesh Karena	7387373	9978701888
Chirag Shah	-	9426570553
Dharmendra bhai	-	9825608370
Aanandbhai	-	9879578111
Hetal bhai	-	9099022898
Jay Datta	-	9712130004
Vinod bhai	-	9662519459

*ABO: Amway business/distributer owner

- **Darmendra bhai**

Amway started in 1959. First headquarter establish in 10*10 garage by Jan van Andel and his friend Rich Devos. It was started with one product and only one country.

It's a registered company and many other company is in India which is not a registered still it will continued in India because of Indian people. Legal company now apply new strategy like they have removed the joining fees. Whereas illegal company have a joining fess. Multilevel marketing have a different way to different company. Product will sell Customer to customer. Customer will make itself a consumer+ proprietor so that less chance to cheat. Multilevel marketing is help to those people have big dream but they have no enough money as well as willing to do work. For those people have wonderful opportunity to earning more and more money for fulfil their dream. If you have full strength to work in MLM so you gain that much of money (profit) because in MLM no investment. These benefits you can't get form other market. Generations to generations you can get royalty. Currently working with the Amway and his experience is too good and he was joined with the Amway since 2003. When he joined at that time his motto was only purchase the product and use it but after 2008 he try to understand the opportunity of Amway and he come with the one statement like "no other good opportunity to me camper to Amway's opportunity In all over the world." Those who have 200 to 500 cr. Property still they are working in this business and not only business they are growing also. And those who have no good cloth to wear they are also working and growing in this business because here all have a equal opportunity to grow. Whereas in other business they are give the status according to his background and power. All people start the business at the same level and with the help of hard work they are got status.

Today, Amway completed 54year& today's headquarter spared in huge land and it is 62 square kilometre.

1. Last year turn over \$11.3 billion. (62000 cr.)
2. More than 1000 pattern and more than 1000 scientists working in the Amway.
3. Today Amway is working in 108 countries also.
4. Amway is a franchise but in different model like some time before only company to company give franchises but here give person to person franchises.
5. Every person has a customer of the Amway.
6. Those people are working with this company the all are proprietor (prosumer) it means they are selling and consume it.

- **Ms. Ekta:**

1. Yes it is trustable company.
2. Each year they are making billion profits.
3. ABO= Amway business owners.
4. It's providing the world class product Nutrilite.

- **Mr. Jay datta:**

In other business you have to leave the job but here if u wants to do part time than it will be possible. Amway's product is too good and we do not fear to create need our product itself is a creator. He has been joining with Amway since 1.5 year. Our product is costly because our product is consulted. Example like our product use includes water whereas other product likes Harpic it is only liquid firm. Other example like our suppose Colgate and pepsodent are produce a toothpaste and now pepsodent launch a new product in market of Rs.40 so Colgate suppose to think launch a new product to compete pepsodent's product but they think first price of his product and then think on which increments will include whereas Amway think first increments which they want to include and after that they will decide price. In every field working level is not easy to work even it is business, job, etc.

- **Mr. Chirag Shah**

1. MLM are in 90 countries and I growing day by day.
2. Yes it is fully profitable
3. I like to work in this model because there is less change in scheme everything is well managed.
4. Part time.
5. It is good and profitable all firms are using MLM but in different way.
6. MLM is very good model and it is growing day by day.
7. MLM reduce mediators so company and consumer get profit.
8. No Amway products are not costly they are providing quality.
EX. Amway Toothpaste is much durable then any other toothpaste.
9. Yes it is very easy and good job you have to mouth advertising and sell products.
10. As per I said it reduce mediators reduce cost.

- **Mr. Anand Parekh**

1. To earn some extra money with different experience.
2. Yes it is profitable.
3. I love to work in this kind of model because what I am getting, I am able to give to others also and in his manner we both can earn money.
4. It is my part time business.
5. It is different from any other kind of business which not only gives money but also gives relations.

6. Because to reduce mediators and other levels, also to give equal chance to everyone.
7. Scope in this kind of business is that anyone can do at any level.
8. Products are little costly but the quality provided by us are good as compare to other products.
9. If you have experience and power to do business then Amway is good model.
10. We do not believe in store selling because we want to give equal opportunity to everyone by this model.

- **Vinod bhai**

1. It's a opportunity to start your business without investment.
2. In this business invest your time not money.
3. MLM is a system base market.
4. Many persons working together base on that team spirit will be create and mass volume will be generated.
5. All team members working towards the aim.

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