

INDIA
Business Plan
for a
Successful Financial
Future

Our Mission:

- ❑ Help people save money, save time, improve health.
- ❑ Help people create better lifestyle – Time & Money to enjoy life.
- ❑ Help people create royalty type of income.
- ❑ Protect environment with green products.
- ❑ Help people own a tension free business.
- ❑ Educate and Empower people with skills for the 21st Century.

**The Primary Requirement and qualification
to be part of our business team is your DREAM & ATTITUDE**



Do you have

DREAMS

**that cannot be fulfilled by what you
are doing right now?**

If so, we can help you achieve them.

Which of the following *choices* Motivate you the most?

Can you achieve them through your current activities?

Would you like to enjoy more time with your family?



Do you like to travel around the world!



What is your Dream Car?



What is your Dream home?



Quality education for your children?



Contribute (Time & Money) to a charity?

**WAKE UP INDIA.
IT'S TIME TO
NOT GO TO WORK.
IT'S TIME TO GET PEOPLE
TO WORK FOR YOU.
DON'T BE AN ENGINEER
JUST BECAUSE YOU HAVE**

**A DEGREE IN ENGINEERING. DO WHAT YOU
THINK YOU'RE GOOD AT. AND YOU'LL BE GOOD
AT WHAT YOU THINK. START SOMETHING
THAT'S YOUR OWN. WHERE YOU CAN'T BE
SACKED. AND YOU CERTAINLY CAN'T QUIT.
START SOMETHING FOR AS LITTLE AS
TEN THOUSAND. YOU DON'T NEED MUCH MORE
THAN THAT. YOU DON'T NEED REFERENCES,
POLITICIANS, OR THE POLICE. ALL YOU NEED,
IS YOU. START. AND TEN THOUSAND
COULD BECOME THIRTY BILLION.**

**IT'S TRUE. YOU CAN DO IT.
YOU WHO'S READING THIS AD.
YOU, SIMPLE, REGULAR GUY.
LIKE IT HAPPENED ONCE, TO
A SIMPLE, REGULAR GUY.
WAKE UP INDIA,
AND START
DREAMING.**



*N.R. Narayana Murthy, Founder and Chief Mentor, Infosys
ET Business Leader - 2001
ET Lifetime Achievement Award - 2007*

Over the last decade, a few people
changed the way India thinks.
For us, nothing could've been more inspiring.

COMMEMORATING 10 YEARS OF
THE ECONOMIC TIMES AWARDS

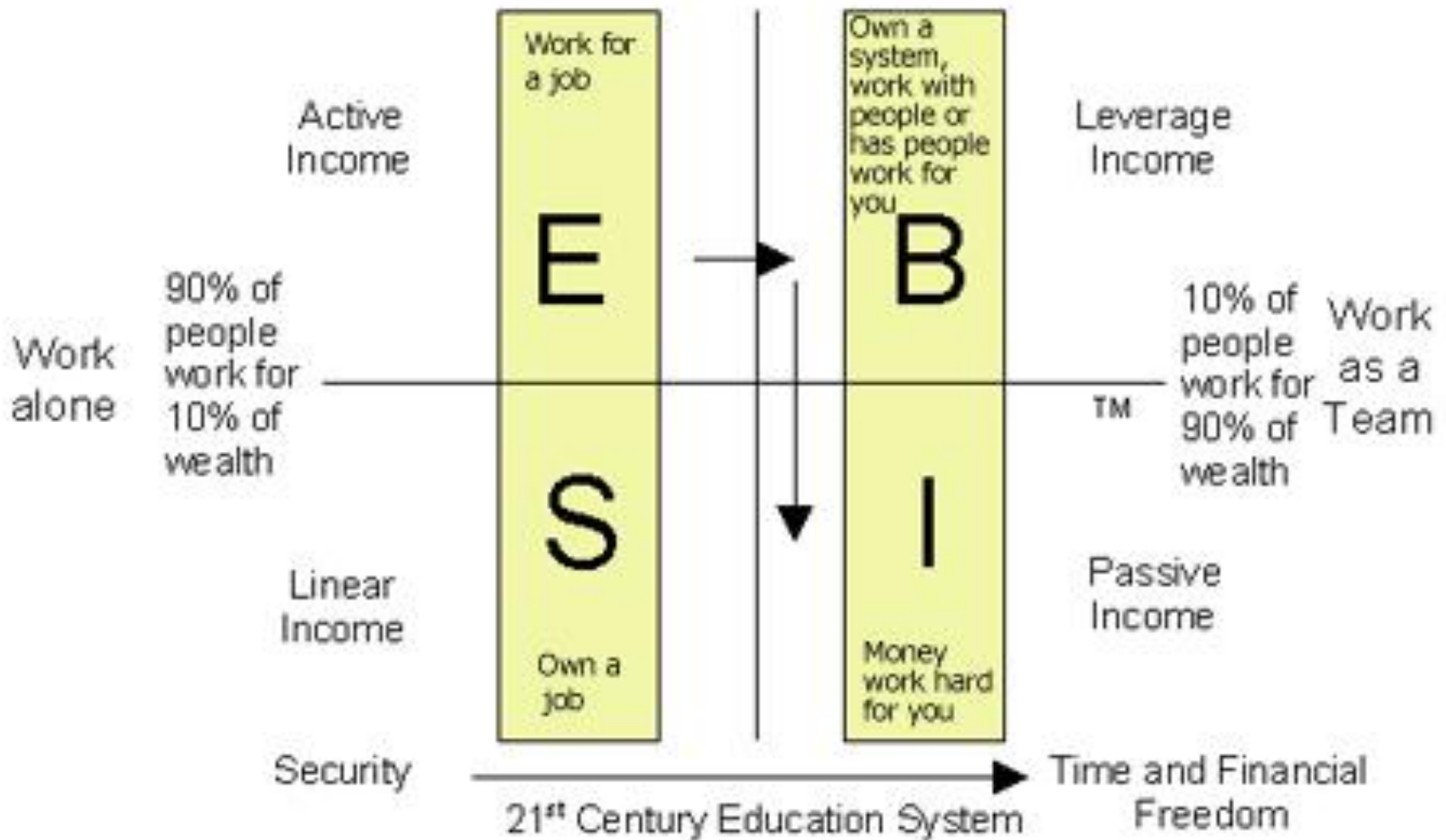
raymond

presents

**THE ECONOMIC TIMES
AWARDS**
— FOR CORPORATE EXCELLENCE —

HOW DO YOU MAKE YOUR MONEY?

Importance of owning a business



How Our Business Works

- 1. Use your own products.**
- 2. Retail products.**
- 3. Build a network of like minded people who will use and retail products.**

ADVANTAGES OF OUR BUSINESS

1. Income Options – you decide how much to earn

2. Access to USA & Canada, Australia, UK, etc– 80 Countries
3. No Risk–No Startup Cost. Products guaranteed for 90 days.
4. Be Your Own Boss – Own your own business
5. Network with Successful People
6. Tax Advantages
7. Ability to earn passive/on-going income
8. Network with successful people
9. Learn business and leadership skills
10. Travel opportunity to many countries

A successful business has 3 basic things:

- Good Products that people want and need
- Good Marketing System to distribute products
- Good Compensation/Income

1. Products: World class FMCG (Fast Moving Consumer Goods) products– health, beauty, home, personal, insurance; money back guarantee.

2. Marketing System: Franchising Model to duplicate business. Learn from one of the best and largest educational system in the world – **Britt Worldwide.**

3. Compensation plan: Create on-going income – ₹ 75,000 to ₹ 2 lakhs per month.

1. PRODUCTS: Variety, Quality, Price and Value

Products must be those that people want and need and can compete in the market place. We offer products of great VALUE.

We offer the best FMCG (Fast Moving Consumer Goods) products for health, beauty, home, personal, insurance, etc. We offer money back guarantee. **Our products offer best VALUE for money.**

$$\text{VALUE} = \frac{\text{What you get}}{\text{What you pay}}$$

A consumer is NOT just looking for PRICE but is looking for HIGH VALUE.

**Amway Products have HIGH VALUE = High Quality + Service + Biz Opp + Guarantee
Right Price**

Which store would you like to buy from?

Retail Store

Discount Store

Our Store

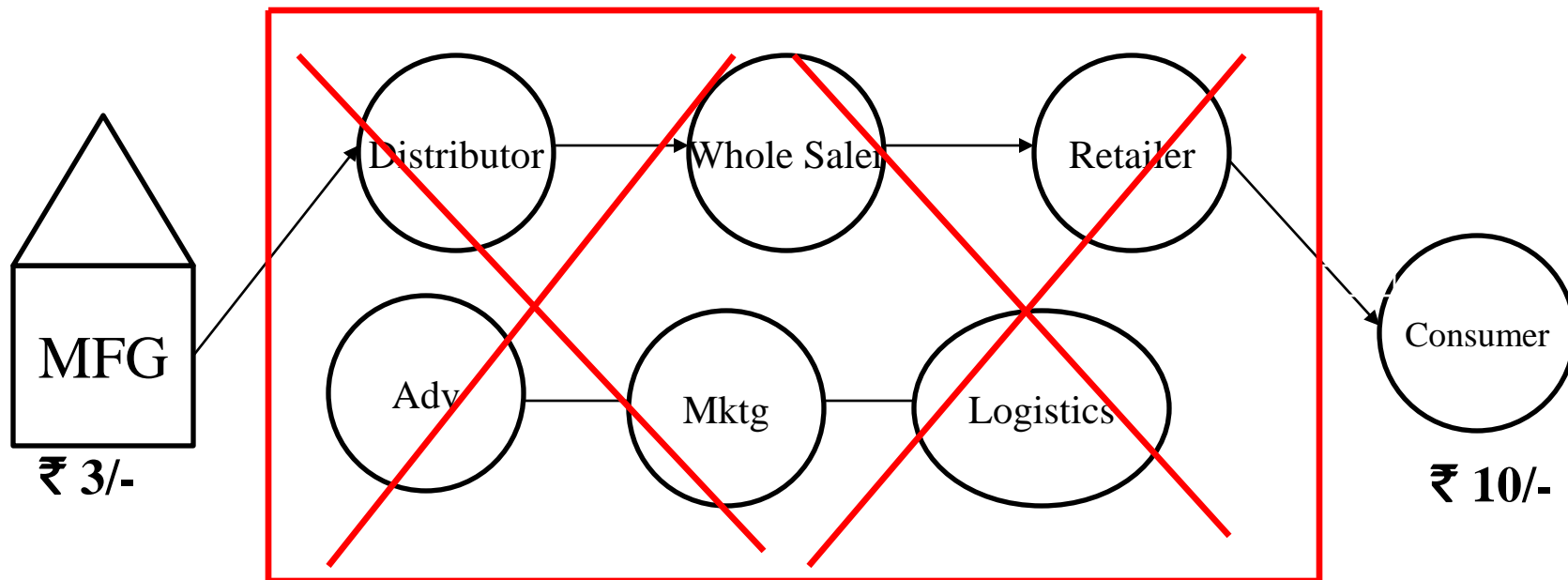
Retail Prices
Go & Get Products
Little or No Guarantee

Membership Based - **Fees**
5-10% Discount Prices
Go & Get Products
Min Purchase Required
Little or No Guarantee

Membership Based – Free to Join
20-41% Discount Prices
Get Paid to Shop
Get paid to refer others to Shop
No Min Purchase Required
Home Delivery Option
Franchising Opportunity
Money Back Guarantee

**Our store saves you money and makes you money!!
We give you the best VALUE for your MONEY!**

2. Marketing System: Efficient and it works!



Traditional Marketing/Distribution Method:

- Middle men distribute products from manufacturers to Consumers
- Distribution Cost is 60% of the product price – Middle Men, Advertising, Marketing, Logistics, etc.

Our Distribution Method (Generated ₹1400 Crores in 2010 in India):

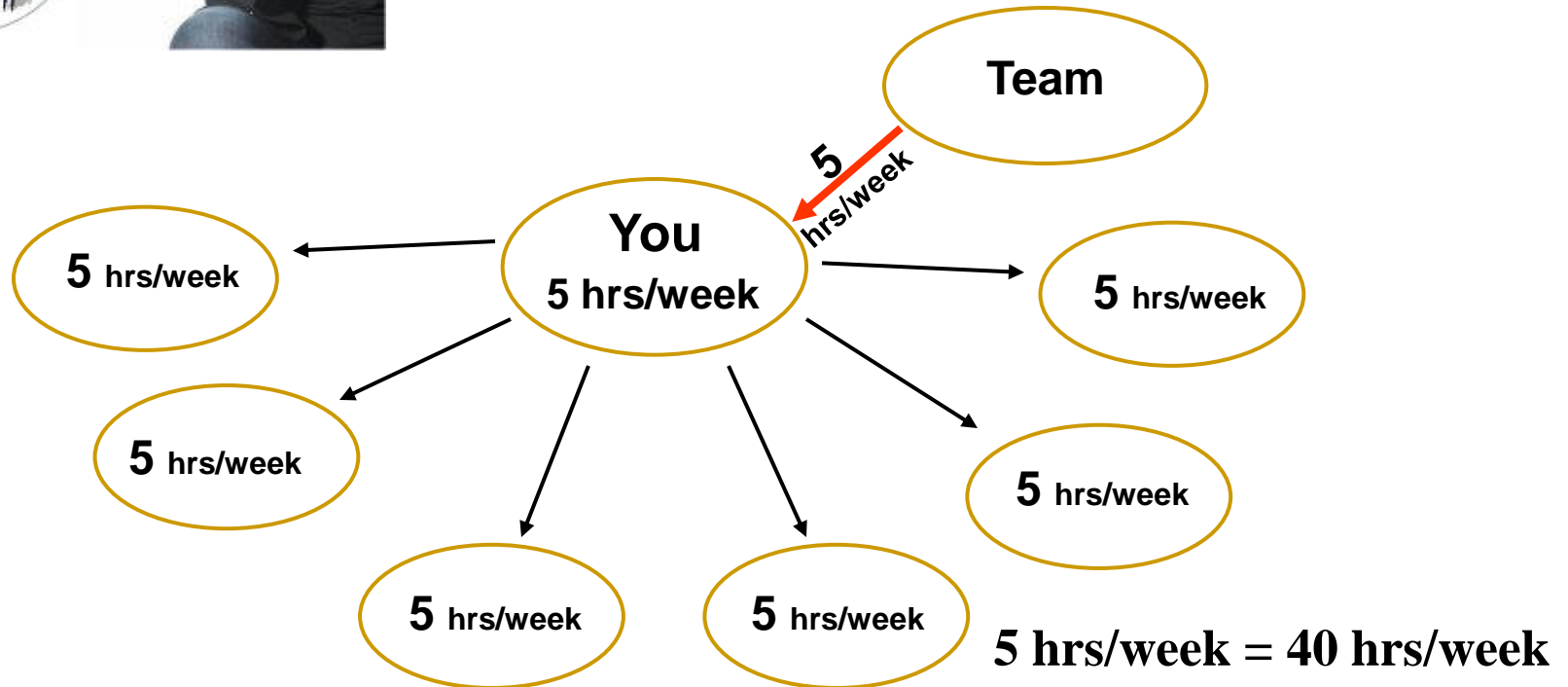
- We eliminate the middle men and connect the Consumer directly to the manufacturer. Consumer becomes a partner with the manufacturer and becomes a prosumer?
- Instead of traditional advertising we use word-of-mouth. We use eCommerce to connect consumers with manufactures.
- The 60% of the money instead of going to middle men now is now available to prosumers in the form of bonuses.

Today's Wealth is in building Networks or Communities, so build your own!!!

"The richest people in the world look for and build NETWORKS. Everyone else looks for work."
~Robert Kiyosaki



- **Want more time to enjoy life?** You have to leverage your time to create more time. Leveraging = Time Compounding
- **Want more income?** Leverage your contacts to create cash flow instead of letting companies like Google, Orkut, Linked In, Facebook and others make money from your contacts.



LOOK WHO IS TALKING ABOUT BUSINESSES THAT USE THE POWER OF NETWORKS (or COMMUNITIES)



Warren Buffett

"Dollar for dollar, is the best investment I've ever made."



Robert Kiyosaki

"It is the only industry that comes close to the values that my rich dad taught me at an early age. It truly is one of the only businesses where everyday people can attain their dreams of financial freedom."



Sir Richard Branson

Owns one of the leading cosmetic firms in the United Kingdom.



Paul Zane Pilzer

"The number of U.S. Millionaires will increase 50 percent, from 7.2 million today to 10.8 million by 2010. Many of these 3.6 million new U.S. Millionaires will make their fortune in the direct selling industry."



Donald Trump

Recently started a company that leverages communities



"It is the best kept secret in the business world."

FRANCHISING – POWER OF NETWORK !!

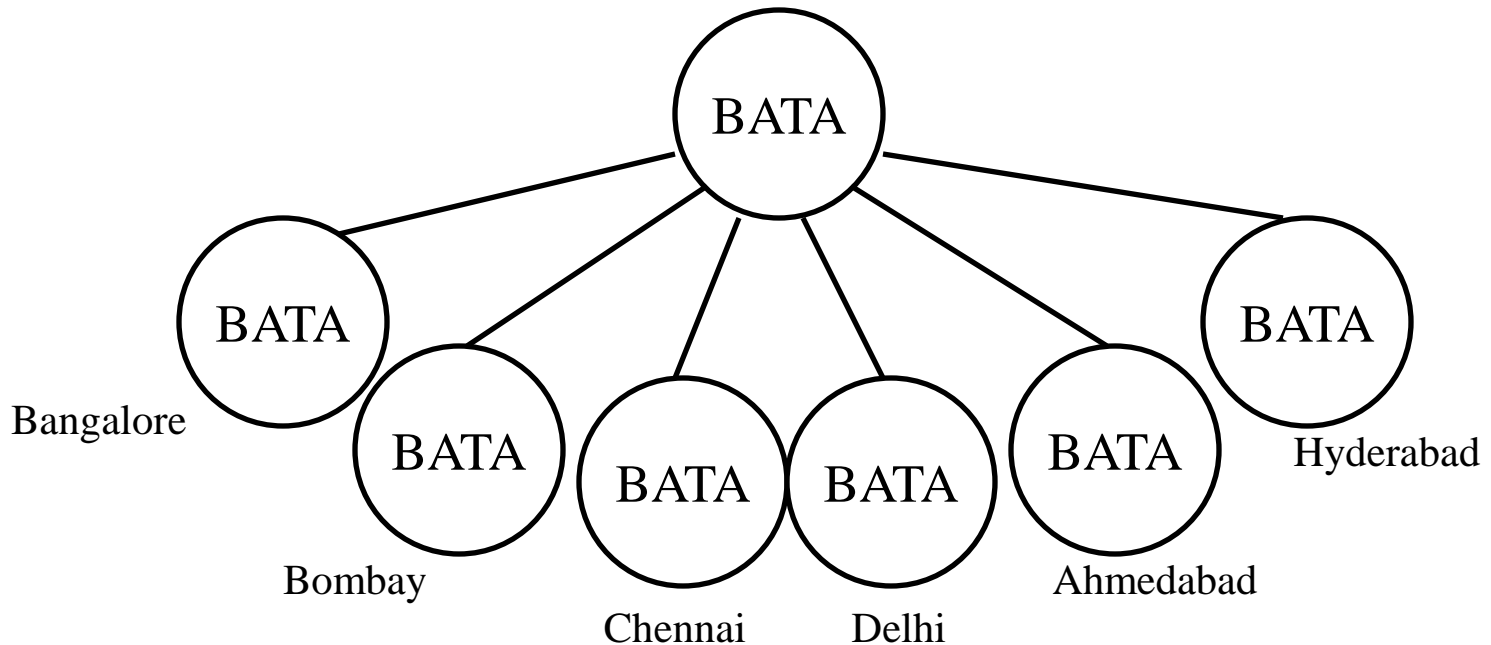
In Simple terms, we can describe FRANCHISING as follows :

“I would rather earn 1% of 100 people’s efforts than 100% of my own efforts”
- John Paul Getty (American Billionaire)

FRANCHISING – LEVERAGES THE POWER OF NETWORK !!

Franchising works and it is successful!! Example: McDonalds, BATA, KFC, etc.

To remove limitation of space and 24 hrs in a day, BATA opened franchisees in different cities. He exposed his products to everyone in different cities !! He leveraged his efforts and increased his time !!



We use the same FRANCHISING principle and we call it PRIVATE FRANCHISING!!!

3. Compensation/Income: Royalty Income

It is not how **MUCH** money you make, but **QUALITY** of money you make?

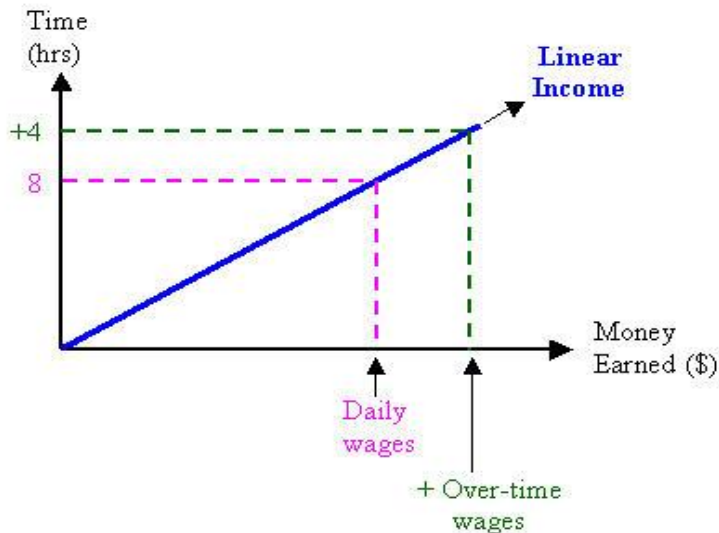
Few questions to ask yourself?

- Do you like the AMOUNT and the WAY you are making MONEY?
- How much TIME do you spend making your MONEY?
- Do you like the Lifestyle?
- Will you make the MONEY if you stop working today?
- Do you have financial security?

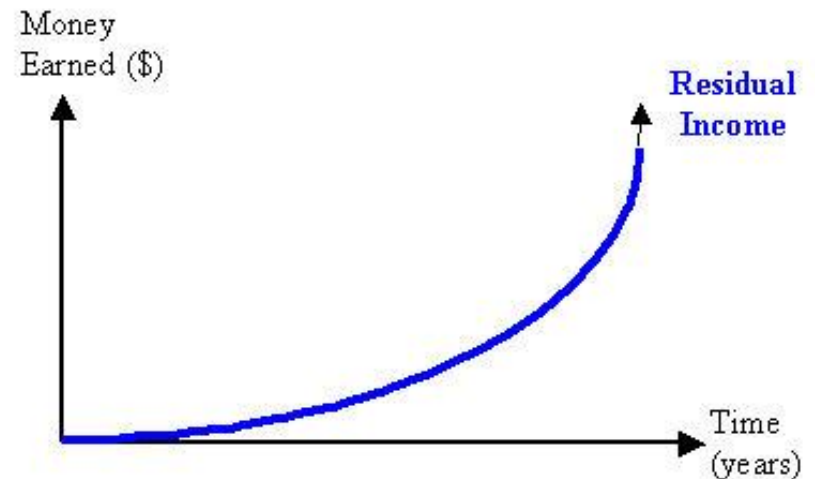
You can create Royalty Income through our opportunity:

- Income generated from your past efforts.
- Top 1% of wealthy people earn money this way.

Linear Income: Time for Money



Residual Income: Royalty



Simple Home Based Business

We address the factors that prevent people from starting a business:

- **Capital** → FREE!! Yes, No startup Fees!!
- **Risk** → None
- **Employees (People)** → None (Only 1 Boss which is YOU)
- **Infrastructure (Place)** → From Home
- **Time** → Spare / Part Time (You decide hrs)
- **Market** → Already existing in 80+ countries
- **Skill** → Provided by an International Business Group

The Income Potential of our Business

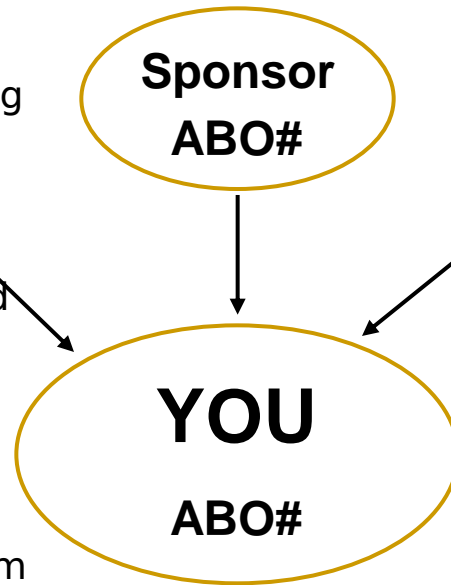
6 months ~ 2 years → ₹ 75,000 per month

2 years ~ 5 years → ₹ 2 Lakhs per month

Potential to create Royalty Income.



- 40 years of experience in training
- support system in nearly 80 countries
- One of the largest education and vocational training companies in the world
- Provides educational materials, seminars and mentorship program to build a successful Amway Business



- Started In 1959 in USA; started in 1998 in India
- Global Leader with operations in 80 countries
- Current turn over of ₹ 1800 crores; projected growth of ₹ 2500 crore by Dec 2012.
- 5+ Lakh distributors in India
- Offers Industry-Leading compensation plan.
- High-quality products.
- Environmental leader



World Class Products:

Great Quality, Great Performance, Great Value & Money Back Guarantee!

Nutrilite® is the world's leading brand of vitamin, mineral, and dietary supplements, grown harvested, and processed on its own certified organic farms.

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

APSA-80 is a biodegradable, all-purpose spray adjuvant concentrate product that offers farmers an excellent opportunity to increase their crop yields for use on growing and harvested crops.

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

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

Great Value Product Range

And many more Brands....

Institutional Customer Program: Now, Institutions can buy world class Amway products. Ask for the program brochure and application form to market Amway products to Hotels, Societies, State and Central Government Depts., Hospitals, PSU, etc.



World Class Brands: Great Quality, Great Performance, Great Value & Money Back Guarantee!



Business Plan

Methods of Income

1. Average Est. Retail Profit: 20%
2. Performance Bonus: 6% - 21%
3. Leadership Bonus: 4%



10.

Four Steps to Platinum

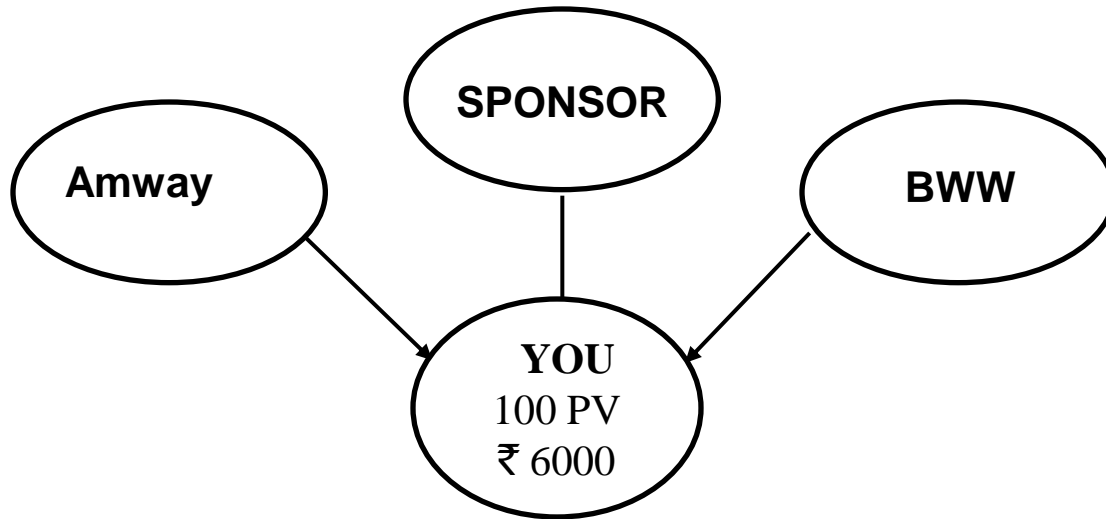
1. ₹ 1,200
2. ₹ 3,570
3. ₹ 12,720
4. ₹ 75,900

Performance Bonus

%	→	PV	→	Turnover
21%	→	10,000	→	₹ 600,000
18%	→	7,000	→	₹ 420,000
15%	→	4000	→	₹ 240,000
12%	→	2000	→	₹ 120,000
9%	→	1000	→	₹ 60,000
6%	→	300	→	₹ 18,000

1 PV = ₹ 60 BV

IBO Business Plan: Step One



Performance Bonus

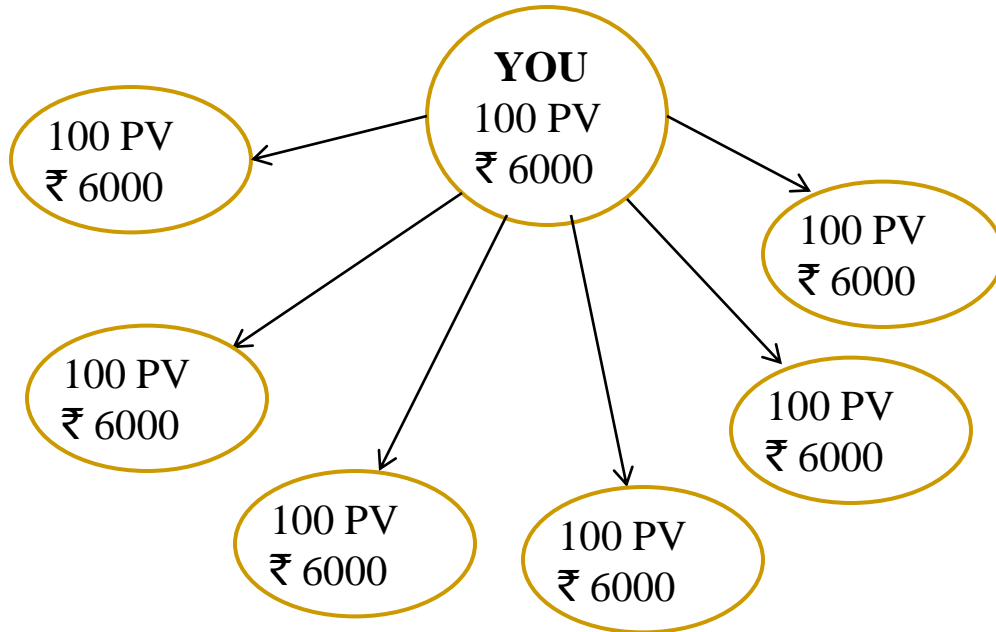
%	→	PV	→	Turnover
21%	→	10,000	→	₹ 600,000
18%	→	7,000	→	₹ 420,000
15%	→	4000	→	₹ 240,000
12%	→	2000	→	₹ 120,000
9%	→	1000	→	₹ 60,000
6%	→	300	→	₹ 18,000

1 PV = ₹ 60 BV

20% - Your est. retail profit on ₹ 6000 BV = ₹ 1200

Your Monthly Income: ₹ 1200

IBO Business Plan Step Two



Performance Bonus

%	→	PV	→	Turnover
21%	→	10,000	→	₹ 600,000
18%	→	7,000	→	₹ 420,000
15%	→	4000	→	₹ 240,000
12%	→	2000	→	₹ 120,000
9%	→	1000	→	₹ 60,000
6%	→	300	→	₹ 18,000

1 PV = ₹ 60 BV

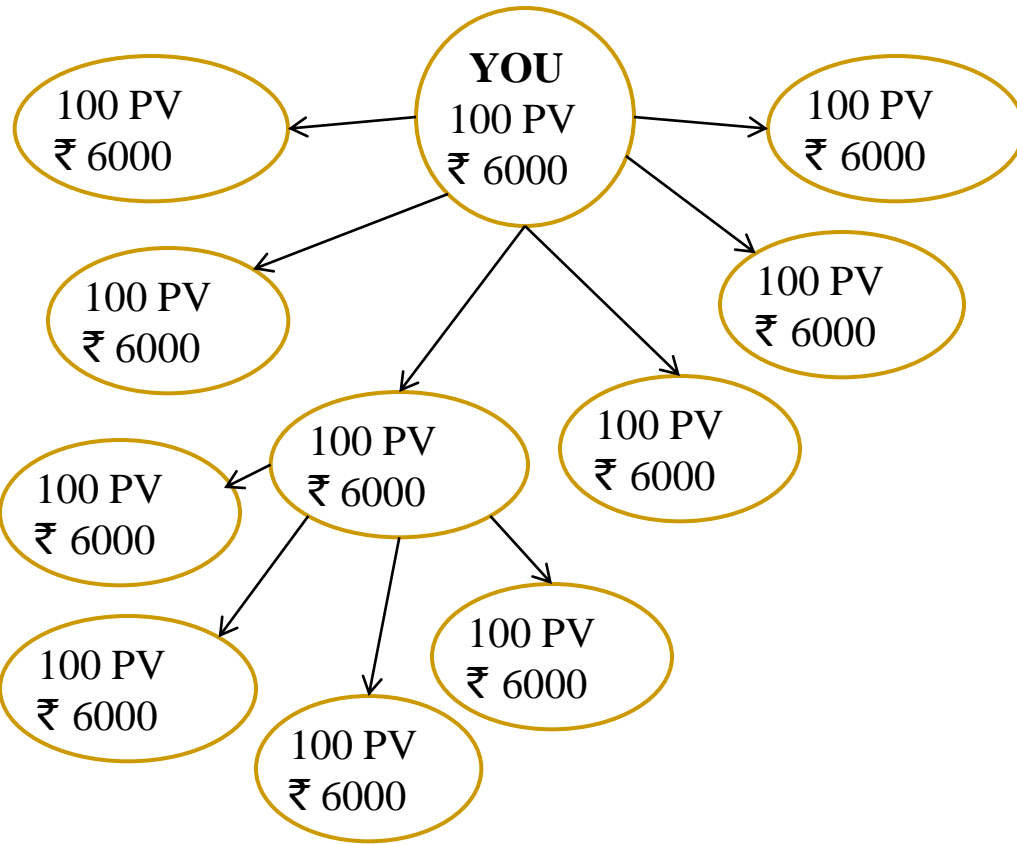
Total Monthly PV = 700, BV = 60 x 700 = ₹ 42,000

7 IBOs (6 plus you) at ₹ 6000 BV = ₹ 42000 x 6% = ₹ 2520

20% - Your est. retail profit on ₹ 6000 BV = ₹ 1200

Your Total Monthly Income: ₹ 2520 + ₹ 1200 = ₹ 3720

IBO Business Plan: Step Three



Performance Bonus

%	→ PV	→ Turnover
21%	→ 10,000	→ ₹ 600,000
18%	→ 7,000	→ ₹ 420,000
15%	→ 4000	→ ₹ 240,000
12%	→ 2000	→ ₹ 120,000
9%	→ 1000	→ ₹ 60,000
6%	→ 300	→ ₹ 18,000

1 PV = ₹ 60 BV

Total Monthly PV = 3100, BV = 60 x 3100 = ₹ 186,000

Your Gross Bonus = ₹ 186,000 x 12% = ₹ 22,320

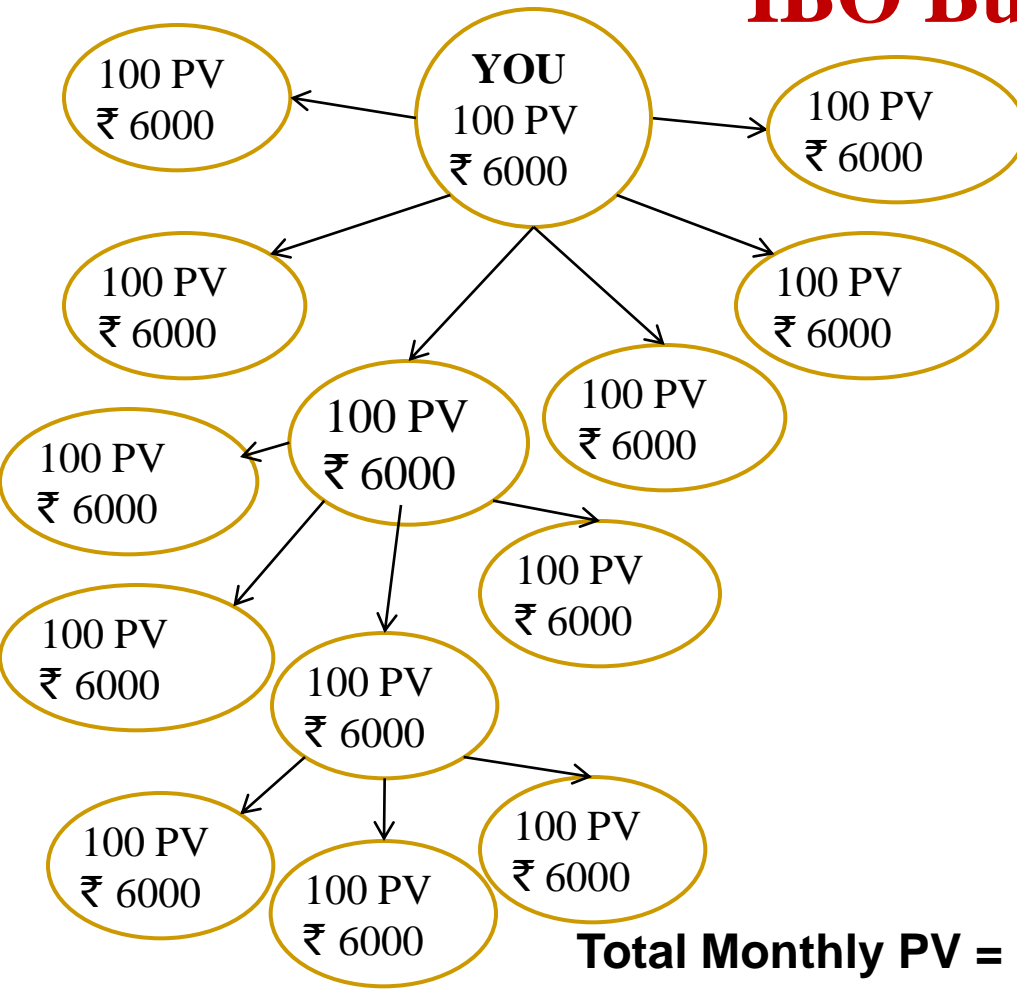
6 IBOs Earn for reaching 500 PV = ₹ 30,000 x 6% = ₹ 1800 x 6 = ₹ 10,800

Total Gross Income = ₹ 22,320 – ₹ 10,800 = ₹ 11,520

20% - Your est. retail profit on ₹ 6000 BV = ₹ 1,200

Your Total Monthly Income: ₹ 11,520 + ₹ 1200 = ₹ 12,720

IBO Business Plan: Step Four



Performance Bonus

%	→ PV	→ Turnover
21%	→ 10,000	→ ₹ 600,000
18%	→ 7,000	→ ₹ 420,000
15%	→ 4000	→ ₹ 240,000
12%	→ 2000	→ ₹ 120,000
9%	→ 1000	→ ₹ 60,000
6%	→ 300	→ ₹ 18,000

1 PV = ₹ 60 BV

Total Monthly PV = 10,300, BV = 60 x 10,300 = ₹ 618,000

Your Gross Bonus = ₹ 618,000 x 21% = ₹ 129,780

6 IBOs Earn for reaching ₹ 1700 PV = ₹ 102,000 x 9% = ₹ 9180 x 6 = ₹ 55,080

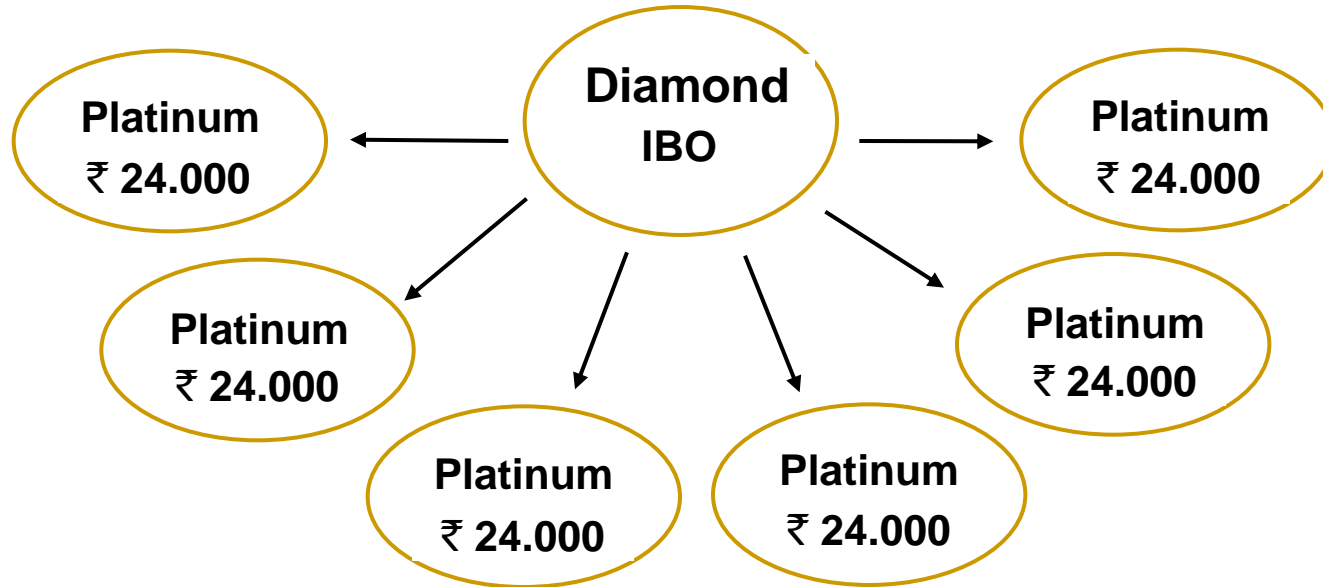
Total Gross Income = ₹ 129,780 – ₹55,080 = ₹ 74,700

20% - Your est. retail profit on ₹ 5000 BV = ₹ 1200

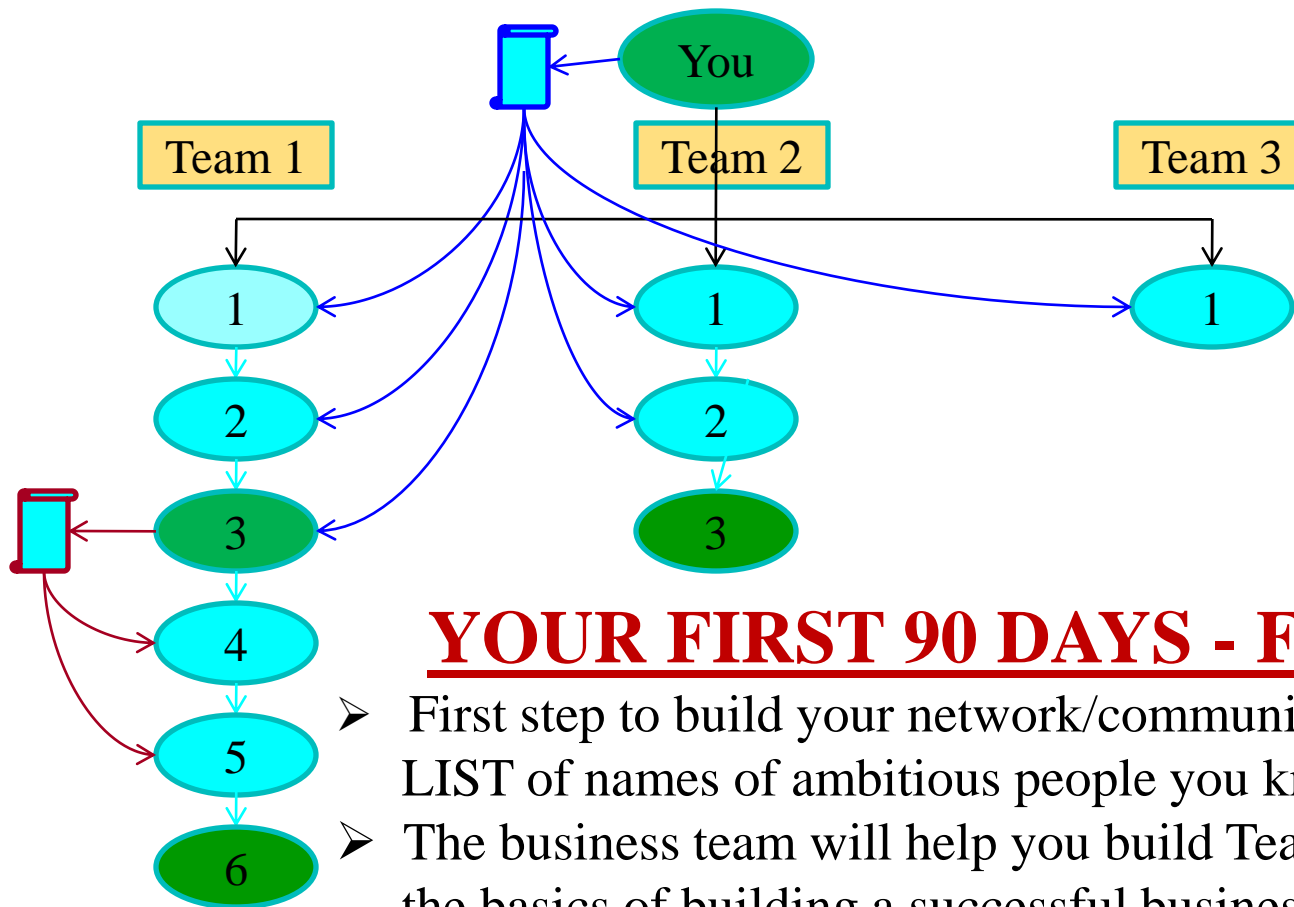
Your Total Monthly Income: ₹ 74,700 + ₹ 1200 = ₹ 75,900

The Big Picture: Diamond IBO

How to make ₹ 2 – 3 lakhs per month in 2-5 years



Do ₹ 75,900 Per Month
The ₹ 1,44,000 (₹ 24,000 x 6)
Math: ₹ 2,19,900
x 12 Months
₹ 2638800 Per Year (3 methods of income)



YOUR FIRST 90 DAYS - FASTTRACK

- First step to build your network/community is to build a good LIST of names of ambitious people you know or know of.
- The business team will help you build Team 1 to teach you the basics of building a successful business – sponsoring, retailing, getting a new person started, etc.
- In the process of starting 2-3 people in Team 1, you can learn the process of starting people right.
- You can start building Team 2 and Team 3 and get them to 6%
- Together we will identify business builders in Team 1, 2 and 3
- You have made a great start in the business!

We can help you:

- Save Money.
 - Make Money – you decide how much.
 - Own a tension free business.
 - Create Financial Security.
-
- There is NO to startup fees.
 - Simple Registration.
 - Let's get you started...It only takes a few minutes.

Next Steps:

- Register your ABO# and submit form.
- Activate your business by purchasing minimum 50 PV within 60 days. You can take advantage of the Amway's First Purchase offer and get a free Protein Powder worth ₹ 859 FREE!
- Make a list of people you know all over India.
- Setup 2-3 meetings to learn about how to succeed at your level of involvement.
- Attend the nearest BWW event to see the power of the BWW educational system.

**Contact the person who shared this information
and setup a time to review the information,
get your questions answered and get started in
the level of your choice.**

**Attend a local Britt Worldwide seminar where
you will meet a lot of successful people.**

Welcome to your successful financial future!

Check out these websites:

<http://www.brittindia.com/home.aspx>

Britt India provides dedicated men and women with valuable mentorship in order to achieve their desired level of success in their own businesses.

<http://www.amway.in>

Amway India Opportunity Website

<http://www.amsure.in>

Amsure Website (Insurance)