

The Amway Sales and Marketing Plan is a low risk, low start-up cost business opportunity that is open to everyone.

It provides a flexible opportunity to build your business through retailing of products and building a network of other people who are engaged in the same activities. The core of the Amway Sales and Marketing Plan's income opportunity comes from retailing quality AMWAY products by you to your customers. As your Amway business grows, the rewards you earn will grow in proportion.

Can life get any better?

So often life is a trade off between making money you need at the cost of the flexibility and time you want to spend doing other things. Amway, an alternative that puts you in control, allows you the flexibility to work when you want, the time for your family and friends, and the income you dream of.

The Amway Opportunity works in twofold: Giving you a chance to build your own business at your pace & achieve the rewards and recognition linked to the plan and at the same time helping other people do the same.

Performance Bonus and Award Schedule is based on retailing of Amway products which is as under:

If you along with your Group sell Amway products equivalent to Business Volume (BV).	Your Group Total Points would be Point Value (PV) for Amway Products purchased.	This purchase of Amway products for sale will make you and your Group entitled to volume based discount / commission on Business Volume @
(Business Volume (BV) is equal to the Distributor Acquisition Price (DAP) of Amway Products minus Taxes.)	(Point Value (PV) – Every Amway Product has denominated points which you get upon purchasing Amway products for sale.)	
18,000	300	6%
60,000	1,000	9%
1,20,000	2,000	12%
2,40,000	4,000	15%
4,20,000	7,000	18%
6,00,000	10,000	21%

Current PV:BV RATIO is 1 PV = 60 BV

Let's take few examples to illustrate how Amway Sales & Marketing Plan works.

E.g. 1:

Since Amway Business Model is based on retailing of products, let's take a simple example of how you can reach a first performance bonus level of 6% i.e. 300 PV as a starting point. On an average a normal family would require under mentioned products every month.

Average usage of a Family of 4 members.

PRODUCTS	PV	BV
SA-8 Gelzyme 500 ML (1) Laundry Detergent	4.63	277.80
LOC 1Ltr Multi purpose Cleaner	4.71	282.60
Dish Drops 1 Litre	6.35	381.00
Glister Tooth Paste (1)	1.53	91.80
Satinique 2 in 1 Shampoo	4.63	277.80
Persona Bar Soap Pack of 3 (75g)	1.35	81.00
Nutrilit Protein Powder 500 gms (1)	21.16	1,269.60
Nutrilit Daily Big Pack (1) Multi-Vitamin	23.85	1,431.00
Nutrilit Kids Drink 500mg	11.00	660.00
Attitude Face Wash	2.82	169.20
Artsity Time Defiance Lotion	27.52	1651.20

Total PV = 109.55
Total BV = 6,573.00

Thus approximately every family requires products equivalent to 100 PV per month. Let's presume that you have 2 or 3 friends, who are interested in buying Amway products and you make them your customers. So in order to meet the monthly requirements of your own along with your friends you can easily sell products worth 300 PV.

*(6% is commission payable at first slab level of 300 PV).



What's your earning

300 PV = 18,000 BV

Retail Profit Margin	Additional Discount / Commission	Grand Total
20% of 18,000 BV = ₹3,600	6%* of 18,000 BV = ₹1080	₹4,680

Above is a simple example wherein only 2 or 3 customers have been assumed. In real life it is easier to get far more than 2 or 3 customers thus increasing the scope of your earning.

Amway business opportunity provides you a second option wherein you can further grow your business by encouraging other like minded people to do the same i.e. selling Amway products. Over a period of time it is generally observed that your customers, acquaintances, friends and relatives may also like to start their own Amway business. Amway grants you the right to sponsor other people as your downline in your Amway business and grow your business. It is like having one shop or a number of shops. By sponsoring and teaching new Amway Business owners to sell Amway products and keeping them motivated, You can further grow your business because as per Amway Sales & Marketing Plan the business volume is calculated for a distributor group which consists of you and people sponsored by you.

E.g. 2:

Growth of business by building a sales force.

Let us now take another example of you having sponsored 4 persons as Amway Business owners and each of you doing a business of 300 PV i.e. purchasing Amway products worth BV of 13,500 each.

