

**The much awaited and exciting Institutional Programme is here...  
An opportunity to enter the large untapped Institutional market.**

**Under this program, an ABO has an opportunity to get Institutions into Amway Business as Consumers of Amway products.**

- Any corporate who are Consumers can participate under this programme.  
Some example of Institutional Customers are:

- Hotels
- Educational Institutions
- Societies
- State and Central Govt. Ministries / Depts.
- Public Sector Undertakings
- Hospitals and Nursing Homes
- Public Ltd. Companies
- Private Limited Companies

There can be other type of Institutions over and above the categories mentioned.

- The Institutional Customer shall be eligible for all monthly discounts/commissions as per Amway Sales & Marketing Plan.
- Payment of monthly bonus will be made through a cheque or Direct Credit only.
- All orders will only be Delivered at Registered address.
- The Institutional Customer needs to nominate one or two office beares who will be responsible for Amway Business.
- The cost of joining shall be Nil. However, the first order must be for a minimum value of Rs. 25,000/-
- All Subsequent orders shall be for a minimum value of Rs. 5,000/-
- The cost of form is Nil.
- On getting into Amway Business, the Institutional Customers will get the Starter Kit.
- The order has to be placed only on a Company Letter Head or a Purchase Order, which should be accompanied with a cheque or a Demand Draft or payment advice (in the case of ECS)

## **Benefits for Institutional Customers**

The Institutional Customers can buy World Class Amway Products **at Distributor Price.**

Over and above the Distributor Price, the Institutional Customer, will also be **entitled to get all the monthly discounts / commissions as per Amway Sales & Marketing Plan.**

All the products purchased shall be covered under Amway's Money Back Policy.

**Cashless Transaction:** Payment can be made only through Demand Draft, Cheque or direct company transfer through ECS.

**Auto Annual Renewal:** The annual renewal shall be **free of cost** subject to the Institution placing an order atleast once a year.

**Convenience of Delivery:** The products shall be delivered to the address registered with Amway. In case the client wants the products to be shipped to some other branch office, then they have to inform Amway at the time of placing the order (on a letter head) the address where they want the product delivery.

**Co-Branding:** Co-Branding of products shall be available to Institutional Customers, as an option, on specific requirements.

## **Benefits for ABOs**

An ABO can get any number of Institutional Customers, forming different legs.

No change of LOS for Institutional Customer.

All the volume shall be counted for the Higher Awards, including GIP, FAA, ALS points, and annual bonuses.

Ease of getting the form; Free of cost, numberless e-form can be downloaded from the website.