

THE FEASIBILITY OF DOING MULTI-LEVEL MARKETING IN

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1.0 INTRODUCTION

1.1 What Is Multi Level Marketing.

Multi Level Marketing or better known as MLM is a form of marketing concept which involves the appointment of individuals to market products or services through direct selling to other individuals in return for commission earned for every completed sale. It does not require a huge capital nor outlet or even a business centre for an individual to be involved in this kind of business. Hard work and good communication skills are all it takes for an individual to have a large customer base.

Appointed agents or individuals who are involved in this business stand to make good returns and do not have to worry about:

1.1.1 Staffs, wages and are not bound by Labour Law even if they do not generate good sales.

1.1.2 Appointing and selecting salespeople directly by the company since agents in the business of MLM would register on their own due to the interesting concept provided by the MLM scheme.

1.1.3 Setting up various shops and sales centres.