

**MULTI LEVEL MARKETING OF AVON COSMETISC  
(M) SDN BHD**

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Submitted In Partial Fulfillment Of The Requirement For  
The Bachelor Of Business Administration (Hons)  
Marketing

FACULTY OF BUSINESS MANAGEMENT  
UNIVERSITI TEKNOLOGI MARA  
BANDARAYA MELAKA

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## **DECLARATION OF ORIGINAL WORK**



**BACHELOR OF BUSINESS ADMINISTRATION  
(HONS) MARKETING  
FACULTY OF BUSINESS MANAGEMENT  
UNIVERSITI TEKNOLOGI MARA  
MELAKA**

### **“DECLARATION OF ORIGINAL WORK”**

I, SITI AISHA WAHIDA BT ABDUL MALIK, (I/C Number: 840821-11-5430)

Hereby, declare that:

- This work has not previously been accepted in substance for any degree, locally or overseas and is not being concurrently submitted for this degree or any other degrees.
- This project-paper is the result of my independent work and investigation, except where otherwise stated.
- All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

## LETTER OF TRANSMITTAL

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October, 2009

The Head of Program  
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Dear Madam,

### **SUBMISSION OF MARKETING PROJECT PAPER (MKT 662)**

Attached is the copy of Marketing Project Paper (MKT 662) titled “**Multi level Marketing of Avon Cosmetics (M) Sdn Bhd**” to fulfill the requirement as needed by the Faculty of Business management, Universiti Teknologi MARA.

Thank you.

Yours sincerely,

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**SITI AISHA WAHIDA BT ABDUL MALIK**

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Bachelor of Business Administration (Hons) Marketing

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## **ABSTRACT**

The purpose of this report is to focus on the issue in multi level marketing. Lack of motivation among sales leader in order to encourage sales leader to work for Avon Sales Leadership framework is important in order to provide sales leader's quality of work or all work in general will deteriorate. This report is conducted in lies of increasing competition and internal management that have brought challenges to the multi level company. Nowadays, customers are well informed, have better needs and wants and they have higher expectation regarding the product. The objectives of the report are to emphasis the motivation among sales leader in order to encourage them more productive and to ascertain the effectiveness of using internet marketing which is direct selling through online is more efficient. One of the purposes of this report is to enable Avon cosmetics (M) Sdn Bhd business expansion, while their distribution channels, thus making them close to end user. The lack of motivation among sales leader showed that Avon sales performance is in constantly level in Avon Sales Leadership Framework. Finally, recommendations are given to the management of Avon cosmetics (M) Sdn bhd for further improvements.