

THE FM GROUP OPPORTUNITY



The FM Group ranges of quality, affordable fragrances, toiletries, make-up and household products offer everyone the opportunity to build their own home-based business, working flexible hours that suit themselves and the needs of their family.

As an independent FM Group distributor you will earn money by recommending FM Group products to others – and, if you wish, by introducing others to the FM business, you will also earn additional commission based on their sales.

Founded in Poland in September 2004 by the Trawinski family, FM Group World is enjoying rapid expansion in the perfume market and Network Marketing industry. Since launching, FM Group World has opened offices in over **50 countries**, with more opening every year and has more than **500,000 distributors worldwide** – and growing!

FM GROUP HAS GROWN RAPIDLY BECAUSE THE FOLLOWING 'ESSENTIALS FOR SUCCESS' ARE ALSO IN PLACE:

- You only need to buy a Sample Kit to start your business (lowest price Kit is £9.50)
- Low monthly qualifying cost of around £10 to receive full team commission
- Replacement spending – saving the customer money rather than increasing their monthly spend
- High quality, consumable products used by everyone on a regular basis
- Products are not tested on animals
- No in-depth product ingredient training required - who doesn't know how to use a perfume?
- 9% of global sales paid into Bonus Pools
- Commissions are paid in your local office currency
- Commissions are paid directly into your bank account if requested
- Very achievable Mercedes car bonuses (people in the UK and around the world are already driving FM Group Mercedes Cars now)
- Offices in over 50 countries and growing worldwide - giving you the opportunity to build internationally
- A well established and financially secure company with a proven track record of success
- Experienced, professional and visionary management team in place
- Support and training for all members from local and international offices and from leaders around the world
- Part-time or full-time, you have the opportunity to build a local, national or international business from the comfort of your home



The FM Group Marketing Plan offers an exceptional reward for every distributor irrespective of the level they choose to operate at - YOU decide how you want to participate. Whether you choose to create an additional part-time income through retailing and team building, or work full-time in the business -*you control your own destiny!*

SOMETHING FOR EVERYONE

Retail Sales	Family & friends, neighbours, work colleagues
Direct Selling	Offices, shops, factories
Canvassing	Door surveys, catalogue dropping & collecting
Fundraising	Local, National or International charities, organisations, religious groups, schools, etc
Perfume Parties	Creating interest and sales with fun parties
Retail Outlets	Small independent shops, gyms, hairdressers, beauticians, nail clinics
Network Marketing	The ultimate business model

FM FRAGRANCES



FM Group offers a wide range of fragrances for both women and men in addition to a wide selection of perfumed toiletries such as body lotions, shower gels, hand and nail cream, deodorants and aftershaves. Because these products are so affordable, you can create a large customer base to sell the products to on a regular basis.

FM Group fragrances are stronger than most store-bought ones and are certainly far less expensive – yet the quality has not been compromised in any way. While the cost of producing our perfumes is about the same as for other leading brands available in stores, our products are of higher quality and far less expensive for the following reasons:

- **Our packaging is classic and attractive but not “over the top”**
customer is not paying for fancy, custom-made bottles and packaging

EXTRACT FROM DAILY MAIL 30TH MARCH 2008

“... the perfume industry is worth a staggering £16 billion a year”
 “Consider the price of the perfume. The liquid in the bottle represents only 3 per cent of the total cost of producing it.
 “The other 97 per cent goes to marketing, packaging and advertising.”

EXTRACT FROM TORONTO STAR ARTICLE¹

“...they spent more money putting the sticker on the package than on the perfume...”
 “...another producer spent three months worrying about the ribbon on the bottle...”
¹ Nesdoly, Tracy “Scents and Sensibility” Toronto Star 18/12/08

- **We do not spend money advertising on TV, newspapers, magazines, or billboards**
this adds to the cost of the products you normally purchase in stores

- **We do not pay celebrities to endorse our products**
we prefer to rely on satisfied customers to recommend them to others

- **Extra costs are not added by wholesalers and retailers**
our products are shipped directly from the company to our distributors



This is why we can offer our customers a range of top quality products at prices they can afford.

With our products now being sold in over 50 countries worldwide, their popularity has already been proven internationally. Yet we are constantly introducing new products thus retaining the interest of customers - and with such a wide range of products there is literally something for everyone! The market for these products is enormous and caters to all age groups and tastes.

In the stores many people tend to buy Eau de Toilette products because of the very high cost of Parfum and Eau de Parfum. People often pay around £30 for a bottle of **Eau de Toilette** with just 6% or 8% perfume oil.

The concentration of essential oils reflects the intensity and longevity of a perfume. As the percentage of essential oils increases, so does the intensity and longevity of the scent.

Parfum	Eau de Parfum (EDP)	Eau de Toilette (EDT)
Strongest fragrance	Lighter than Parfum	Lighter than Parfum or EDP
Concentration between 15-40%	Concentration between 10-16%	Concentration between 5-10%
Lasts between 6-8 hours	Lasts between 3-5 hours	Lasts between 2-4 hours

FM Group **Ladies’ Parfum** is concentrated at **20%**, our **Men’s Eau de Parfum** is concentrated at **16%**. This means that you can buy our exclusive Parfum and Eau de Parfum products **cheaper** than Eau de Toilette products from other leading brands. That is real value for money!

Our focus is to producing high quality fragrances and passing the savings on directly to our customers!

FM COSMETIC PRODUCTS

Following the success of our fragrance product range, FM introduced a range of superior quality mineral-based make-up including competitively priced foundation and face powder (including shades for dark skin), blush, eyeshadows, eyeliner, mascara, lipstick and lip gloss. The Make-Up range is another way to earn money and FM points.

FM HOUSEHOLD PRODUCTS

Also, as part of FM’s plans to expand into many areas to enhance sales and, therefore your income, FM have introduced a wide range of excellent household and car care products, like all FM products they are highly repeatable products to help provide you with ongoing orders from your customers.

THE MARKETING PLAN



The FM Group Marketing Plan offers a fair reward for every distributor irrespective of the level they choose to operate at. Whether you choose to create an additional part-time income or work full time in the business - **you control your own destiny!** There are three stages of income with FM Group:

STAGE ONE: RETAIL PROFIT

As an independent FM distributor, you purchase the full range of FM products at wholesale prices.

Every distributor purchases the product at the same wholesale price and, whilst the company suggests a Recommended Retail Price (RRP) for each product, you are free to set your own retail prices.

You earn the difference between the retail price and the wholesale price.

This table shows the current UK wholesale price and RRP for each product. It also shows an example of the retail profit possible when the products are sold at the RRP.

For example:

If you personally sell one bottle of Classic perfume every day each month at RRP, you will earn a retail profit of 30 x £3.79 - a total of £113.70 per month.

If you personally sell 100 bottles of Classic perfume every month at RRP you will earn 100 x £3.79 - a total of £379 per month.

Remember all examples are for illustration purposes only, and do not represent actual or guaranteed incomes.

For the purposes of determining the level of Volume Bonus (see Stage Two) achieved, each product is allocated a Points Value as shown in this Retail Profit table.

Product	Distributor Price £ (inc VAT)	Recommended Retail Price £ (inc VAT)	UK Retail Profit	UK % Retail Profit	Points Value
Classic Collection Perfumes – Ladies 30ml / Men's 50 ml	8.20	11.99	£3.79	32%	29
Luxury Collection Perfumes (lower price band)	11.80	16.99	£5.19	31%	40
Luxury Collection Perfumes (middle price band)	15.35	21.99	£6.64	30%	57
Luxury Collection Perfumes (upper price band)	17.40	24.99	£7.59	30%	65
Pheromones – Ladies 30ml / Men's 50 ml	9.20	13.49	£4.29	32%	33
Fruit Eau de Toilette 50ml	8.20	11.99	£3.79	32%	29
Flower Collection 50ml	11.80	16.99	£5.19	31%	40
Small Classic Collection 15ml	5.10	7.49	£2.39	32%	18
Men's Aftershave 100ml	5.50	7.99	£2.49	28%	21
Children's Perfumes	5.00	6.99	£1.99	28%	20
Hair Fragrance	4.30	5.99	£1.69	28%	17.5
Deodorant Roll On	4.30	5.99	£1.69	28%	17.5
Shaving Foam 250ml	4.30	5.99	£1.69	28%	17.5
Body Lotion	4.30	6.99	£2.69	38%	17.5
Miniatures Set	3.90	5.30	£1.40	26%	15
Shampoo	4.70	6.90	£2.20	32%	18
Shower Gels	3.50	4.75	£1.25	26%	14
Hand and Nail Cream	3.40	4.75	£1.35	28%	14
EXAMPLE OF PROFIT AND POINTS ON MAKE-UP:					
Natural Advanced Foundation	8.99	12.99	£4.00	31%	36
Duo Eyeshadows	3.99	5.99	£2.00	33%	15.5
Dimension Lash Mascara	5.49	7.99	£2.50	31%	20
EXAMPLE OF PROFIT AND POINTS ON HOUSEHOLD AND CAR RANGE:					
Vivid Colours Laundry Liquid	3.80	5.70	£1.90	33%	14
Bathroom Cleaner	2.80	4.20	£1.40	33%	8
Alloy Wheel Cleaner	3.50	5.20	£1.70	33%	13



There are separate catalogues for Fragrances, Make-up and Home ranges. Delivery cost is £5 if order is less than 317 points, £3 if between 318-579 points and Free above 580 Points (e.g. 20 Classic bottles). In UK if you order by 2pm the courier aims to deliver your parcel for next working day (or two days for Northern Ireland).

Please note:

It is illegal for a promoter or a participant in a trading scheme to persuade anyone to make a payment by promising benefits from getting others to join the scheme. Do not be misled by claims that high earnings are easily achieved.

STAGE TWO: VOLUME BONUS - THE MAGNOLIA CLUB

VOLUME BONUS allows you to earn an **ADDITIONAL** income each month, not just on your own personal sales (**Personal Volume**), but on the sales of all the distributors who form part of your group (**Group Volume**).

Each month all the points accumulated by the distributors in your group, including your own personal sales, are totalled together to give you your Group Volume. The level of Volume Bonus paid is determined in accordance with the Group Volume table shown here.

Minimum Group Volume Points In Month	Level Achieved	Approx Equivalent of Classic Perfume Bottles	Bonus Earned
300	3%	11	£1.58
1,200	6%	42	£12.60
3,600	9%	125	£56.70
7,200	12%	249	£151.20
12,000	15%	414	£315.00
20,400	18%	704	£642.60
30,000	21%	1,035	£1,102.50

For the purposes of calculating the volume bonuses, in the UK each point is currently given a value of 17.5p (this value varies from country to country).

As the people you have introduced into your team begin to build teams of their own, they too will qualify for volume bonuses. For each of them you will receive Volume Bonus calculated at the difference between the % level they achieve, and the % level you achieve.

STAGE THREE: LEADERSHIP BONUSES – THE ORCHID CLUB

Every month all Orchid distributors have the opportunity to share in up to 9.0% of the GLOBAL turnover points of the FM Group in proportion to the performance of their group:

Level	Criteria	Bonus Pool	*Average Monthly Bonuses (February 2010)
Pearl Orchid	One 21% leg in your group, plus a minimum of 20,000 volume points in the rest of the group	4% of the GLOBAL turnover points	£1375
Amaranth Orchid	Three separate 21% legs	1.5% of the GLOBAL turnover points	£1,779 + Pearl Orchid Bonus
Golden Orchid	Three separate legs with any level Orchid. This need not be on the first level	1.5% of the GLOBAL turnover points	£2,940 + Amaranth and Pearl Orchid Bonuses
Diamond Orchid	Five separate legs with any level Orchid. This need not be on the first level	1.5% of the GLOBAL turnover points	£6,309 + Golden, Amaranth and Pearl Orchid Bonuses
Black Diamond	Ten separate legs, each with a Diamond Orchid. This need not be on the first level	0.5% of the GLOBAL turnover points	New position, no qualifiers yet but estimated at £100,000

Each qualifying Orchid is allocated "Orchid Points" according to structure and performance of their group in given month. Orchid Points at each level are added up, bonus is shared out in proportion to the distributor's share of total.

* The examples above are **indicative** of current average **monthly** bonuses being earned by people at these levels in the business and are shown for guidance only - they are not based on any individual distributor's share. We have used February 2010 as the example as we thought it fairer to show example of a slower month than a busy one. These bonuses are over and above commissions earned in the Magnolia Club and any retailing profit earned.

There is **NO** minimum order requirement - you order as and when you need to, **BUT** in order to qualify for your monthly Magnolia Bonus and Orchid Bonuses, you must personally order product with a minimum value of **34.42 points** during the month. For example, buying one bottle of a Luxury perfume will give you 40 points.

For fuller detailed information about how the Orchid Bonuses are calculated, please see the Marketing Plan brochure.

JOINING FM GROUP



To join FM Group simply get back to the person who gave you this information and they will show you how to register and order one of our choice of Starter Kits.

Visit <http://www.ExtraIncomePerfume.com> or contact Joy: 020 8954 9995

