

# GLAZE MARKETING PLAN

Summary of Glaze Business Plan

In line with the vision of the founders in promoting free enterprise and success in togetherness, Glaze has chosen Direct Selling as its preferred channel for the distribution and sale of its specially crafted FMCG products to deliver great value to the customers.

Out of the various available models in vogue in the domestic and international market for the creation of a vibrant direct selling sales force, Glaze has designed a unique Sales and Marketing Plan to empower every Direct Seller

who embrace Glaze business and believe in sustained success in a long haul.

The business plan is based on the foundations of win-win relationship in the sales network organization where one can aim high, think big and dream even bigger and make them come true by collaborating with their business partners in the sales network.

## ◆ Multi Level Plan

The business plan is based on foundations of a multi-level, outsourced network sales organization structure which rewards performers for their individual and group sales.

indulgence in skills development, knowledge dissemination, leadership and motivation.

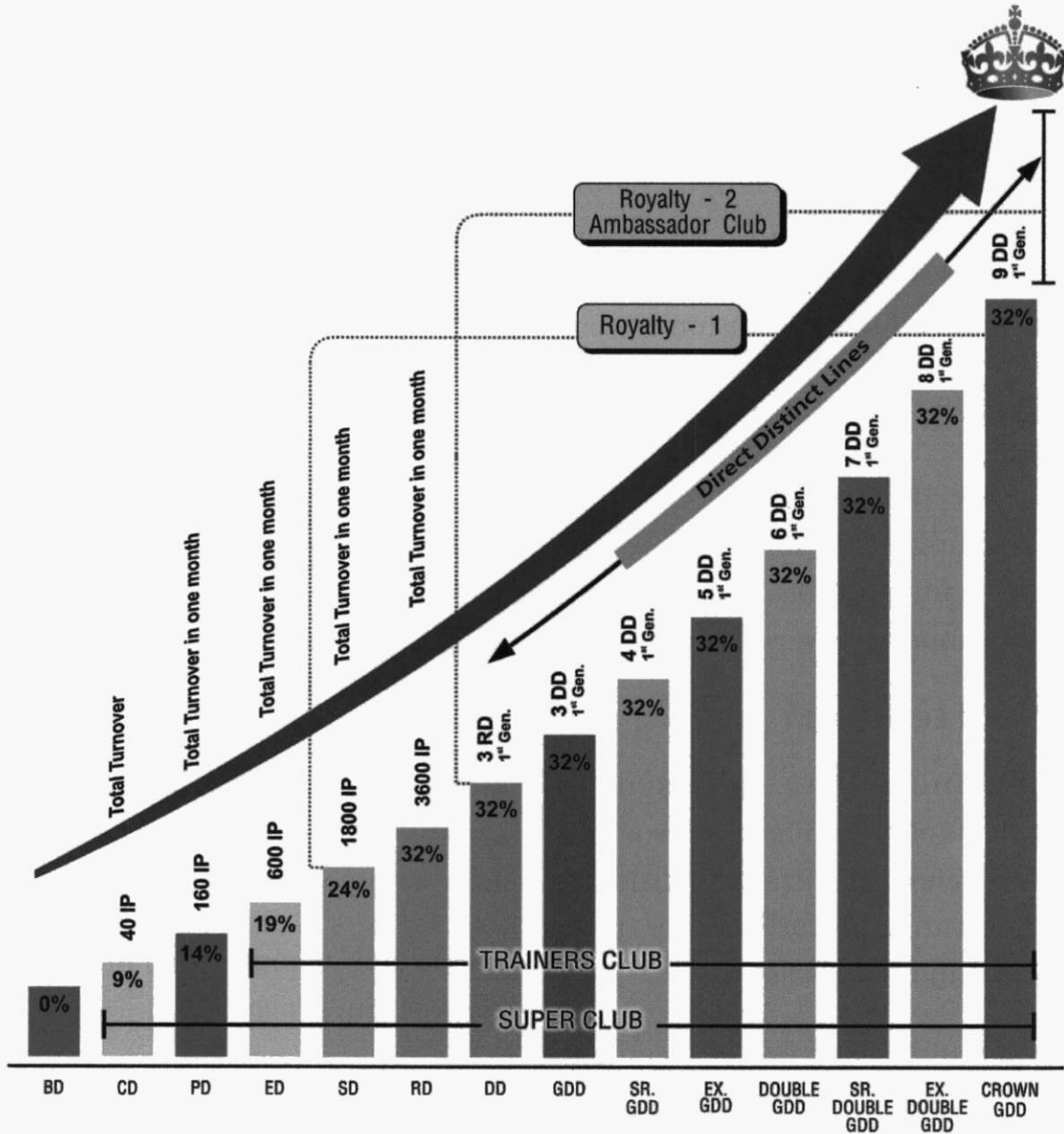
This is aptly compensated under the Glaze business plan.

It offers multiple streams of income to fulfill their varied needs and genuine expectations. thus it fulfills the aspirations of an inter-dependent sales force.

The contribution of the distributors in marketing the products and making the sales to happen, requires manifold



# INCOME AND INCENTIVES



BD : Business Distributor  
 CD : Coral Distributor  
 PD : Pearl Distributor  
 ED : Emerald Distributor  
 SR : Senior

SD : Sapphire Distributor  
 RD : Ruby Distributor  
 DD : Diamond Distributor  
 GDD : Global Diamond Distributor  
 EX : Executive

### ◆ Key Features of the Plan

Some of the key elements in the plan include the stair step incentive payment pattern with manifold qualification driven royalty components, benefits of dynamic compression and roll up of sales volume in computing the dynamic pay line depth. In addition, the plan

promises unique club incentive system for high performance distributors at all levels and special incentive for fast track qualification.

The fusion of all these parameters makes the Glaze business plan very special and differentiates it from the rest.

### ◆ Training Support

The business plan is aided by strong training support to not only market the diverse range of Galway products under its array of brands in personal care, skin care, home care, nutrition, agri-care and colour cosmetics range,

but it also assists in the development of entrepreneurial and leadership skill to manage their own business and the sales team under them, without taking much risk or investing large capital.

### ◆ Incentives under the Glaze Business Plan

Glaze offers rewarding incentives for the efforts one puts in their business. It offers lock-in status and pressure free, attainable qualification target to maximize incentives through multiple sources at every level.

The plan also offers special incentives to its distributors for the furtherance of the training initiatives of the company.

### ◆ Types of Incentives

A distributor is rewarded in the business plan under the following heads:

- |                                                       |   |           |
|-------------------------------------------------------|---|-----------|
| 1. Retail Income                                      | : | up to 20% |
| 2. Group Volume Incentive / Discount                  | : | 9% to 32% |
| 3. Royalty on Star Achievers Teams (Royalty 1)        | : | 11%       |
| 4. Override Royalty on Star Achiever Team (Royalty 2) | : | 10 %      |
| 5. Club Incentive and fast track achievement          | : | 9.5%      |
| 6. One time Incentive                                 | : | 0.5%      |



Retail income is computed on Distributor price (D.P) of the product whereas the other incentives are calculated on Incentive Point (I.P) value of the products. Under the plan, the

monetary value of 1 I.P equals Rs. 100/-. All incentive components except retail income are computed on the I.P value. The IP value is fixed for each product separately and bears a particular ratio of the D.P of the products.

### 1. Retail Income : Saving on consumption and cash profit on sale

A distributor can purchase products on his registered code at wholesale prices and sell the same to consumers/end users at retail prices thereby making retail profit. The retail margin on the products usually varies between 5% to 20%. This is a

direct cash profit for the distributor.

A Distributor can also take advantage of the discounted price / savings on self-consumption by purchasing products for their family use.

### 2. Group Incentive : 9% to 32%

Distributors are entitled to group volume incentive over their personal sales and sales turnover of their group. The incentive is based on the level or rank qualified and the sales

turnover in their group. There is a lock in criteria for rank qualification and the same is not rolled back once a star status is achieved under the plan.

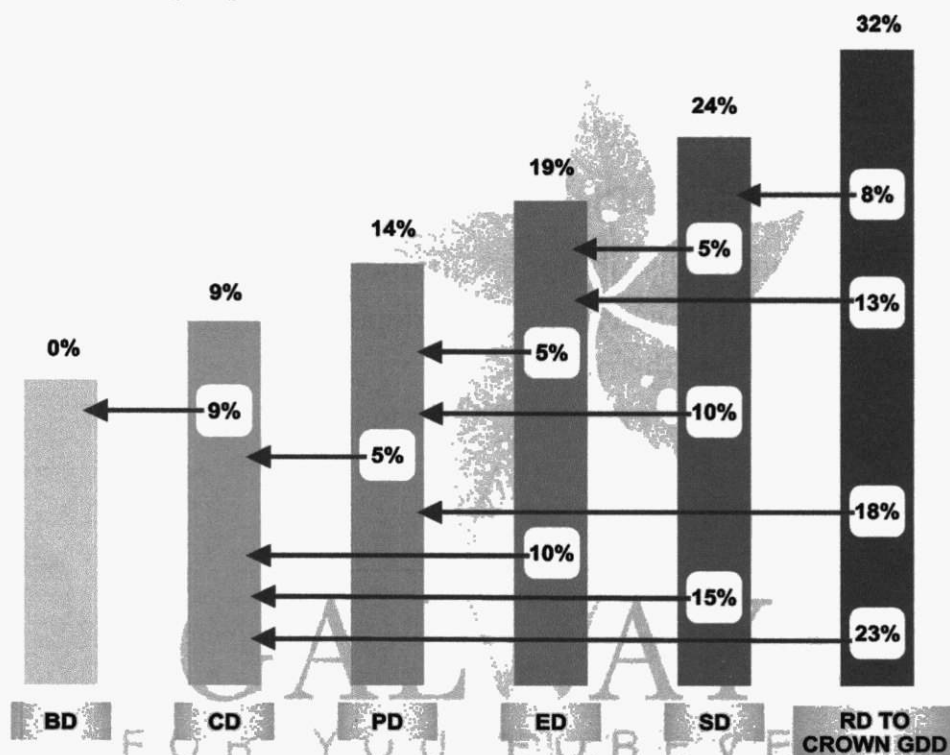
Sr. No.	Distributor Status	Rank	Qualification Min. IP Sales in one Month	Incentive % Group Sales
1	Ruby Distributor +	RD+		32%
2	Ruby Distributor	RD	3600* IP in One Month	32%
3	Shapphire Distributor	SD	1800 IP in One Month	24%
4	Emerald Distributor	ED	600 IP in One Month	19%
5	Pearl Distributor	PD	160 IP in One Month	14%
6	Coral Distributor	CD	40 IP in One Month	9%
7	Business Distributor	BD		0

### Group Sales in I.P Terms.

Ruby distributors need to maintain a minimum group volume of 1200 I.P during the subsequent two months as well to confirm their provisional status to avoid roll back.

Status/ Rank elevation is recognized in the first day of the subsequent month.

The differential income under each rank of a distributor from their respective Star Achiever Group is given below:



As the distributor level increases, the differential override on the downline group increases based on relative difference in status.

There is no qualification criteria for earning group incentive except for the fact that every eligible distributor need to maintain their ID active which require a minimum annual sales

turnover equivalent to 5 IP in a calendar year.

Income earned in an inactive code is carried forward and released in the month in which the inactive code status is revived as per activation rules.



In order for a distributor to create their sales team and sponsor more distributors in their group, they need to qualify the first star achiever level of Coral distributor.

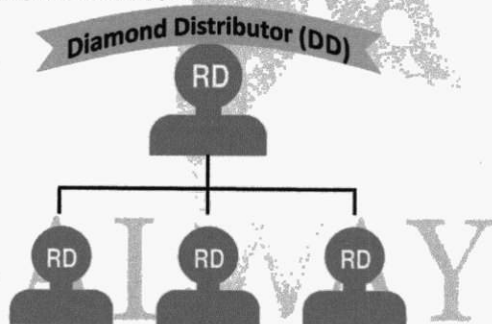
The qualification criteria and the group incentive under the plan is shown below:

◆ **Star Rank / Status beyond Ruby Distributor :  
Diamond Distributor to Crown Global Diamond Distributor**

Ruby Distributor is the highest status based on the aggregate sales turnover in the group. Any rank beyond Ruby Distributor requires duplication of the sales effort in multiple lines and creating Star Achievers of prescribed levels as per the plan under one's sales organization.

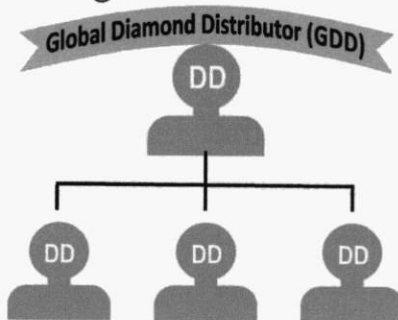
◆ **Diamond Distributor (DD)**

The status of Diamond Distributor is attained when one Ruby Distributor sponsors three more Ruby Distributors in independent lines. Lines are counted from the directly sponsored distributors.



◆ **Global Diamond Distributor (GDD)**

The status of Global Diamond Distributor is achieved when a Diamond Distributor (DD) sponsors three more Diamond Distributors (DD) in independent lines in his sales organization. Lines are counted from the directly sponsored distributors.



### ◆ Journey from Global Diamond Distributor(GDD) to Crown Global Diamond Distributor:

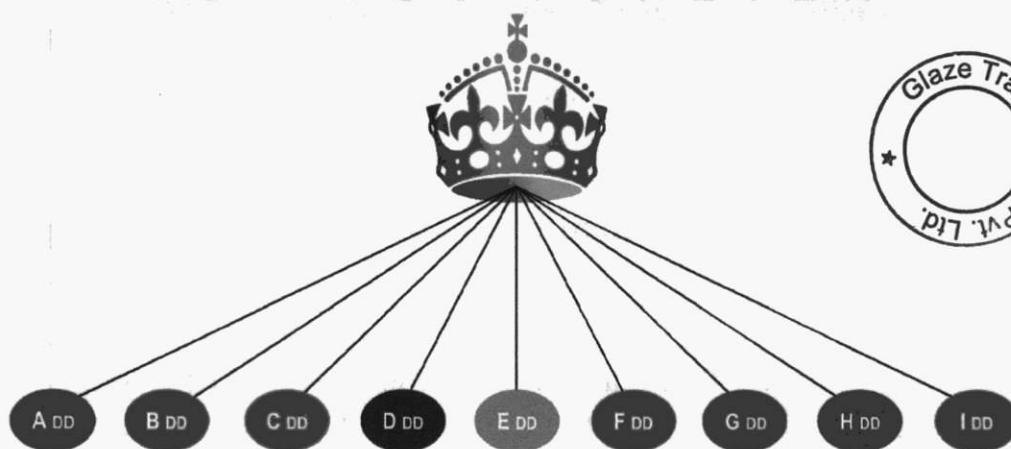
A Global Diamond Distributor (GDD) can progressively achieve the rank of Crown Global Diamond Distributor (CGDD) by sponsoring more Diamond Distributors in his group in different lines till 9 lines, as per details shown in

the undermentioned table. The addition of every new diamonds line lead to the elevation of status with higher incentive in the promoted rank.

RANK/ STATUS	GDD	SR GDD	EX GDD	DOUBLE GDD	SR DOUBLE GDD	EX DOUBLE GDD	CROWN GDD
No. of DD Lines	3	4	5	6	7	8	9
Royalty - II on Diamond Groups	4%	4.25%	4.5%	5%	5.25%	5.5%	6%

### ◆ Crown Global Diamond Distributor

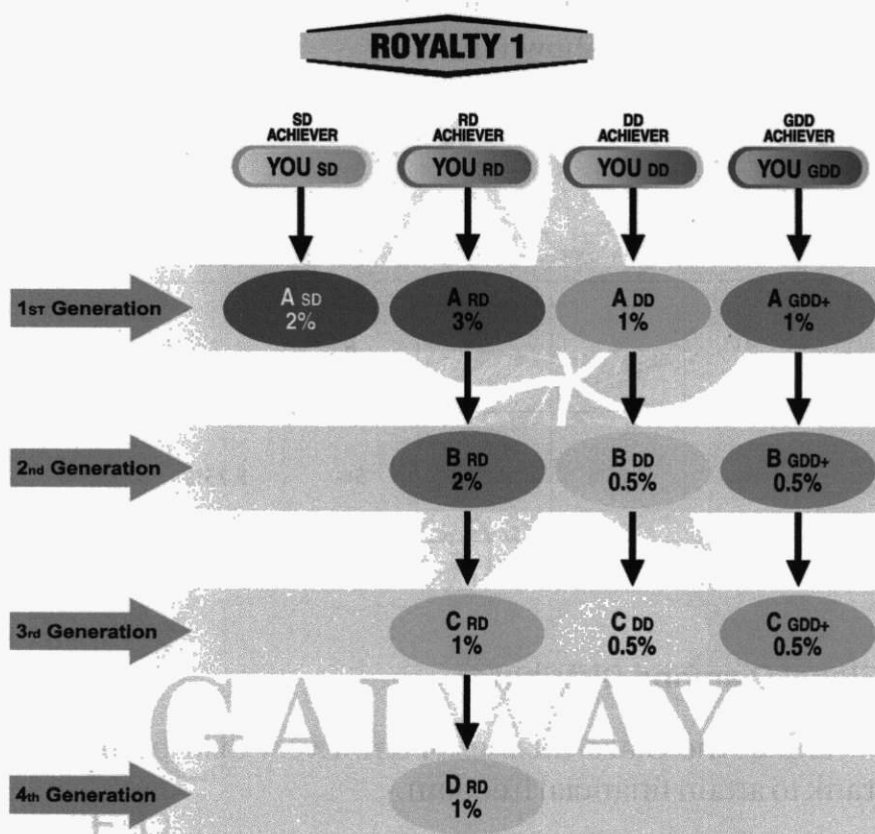
is the highest rank in the Glaze Business Plan. Every distributor must aspire to achieve this rank to attain financial freedom.



### 3. Royalty Income : Star Achiever Royalty (Royalty 1)

In addition to group incentive, Star Achievers in the level of Sapphire and above are entitled to Royalty over their same and higher rank downline distributors, till specified levels in depth. There is no restriction on width.

For the purpose of this component of Royalty, the concept of downline compression of levels with roll up into generation exists. This roll up is done top down. Four different types of royalty are paid based on Star Achiever levels.



In order to receive this Royalty component, one need to qualify by fulfilling the prescribed platoon sales volume as per the type of Royalty and rank of qualification.

Sales volume in unqualified ranks are dynamically compressed for roll up

#### Qualification condition :

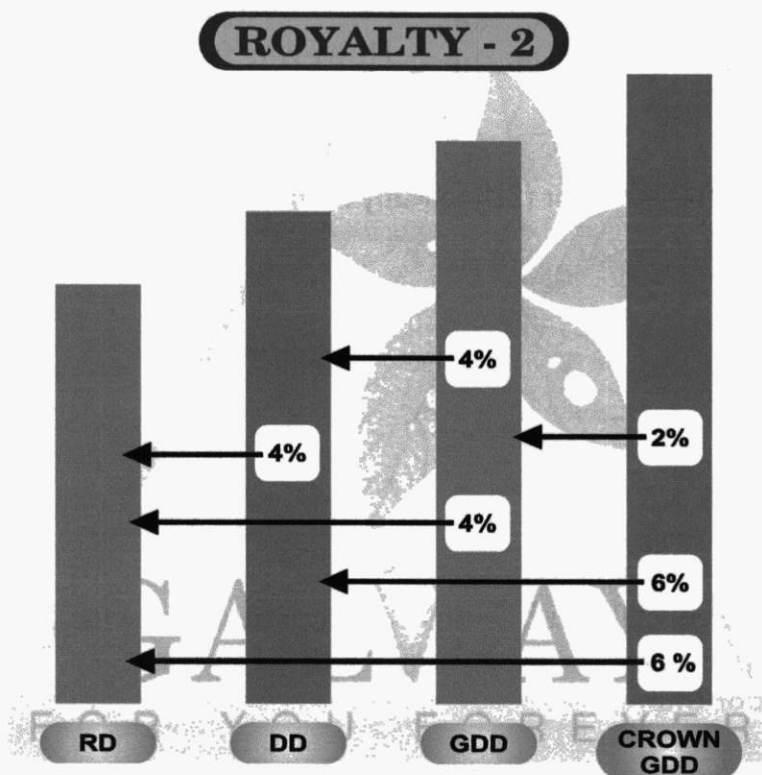
- SD Royalty : 120 I.P in Platoon Sales Volume (Non SD group)
- RD Royalty : 360 I.P in Platoon Sales Volume (Non RD group)
- DD Royalty : 1500 I.P in Platoon Sales Volume (Non DD group)
- GDD Royalty : 6000 I.P in Platoon Sales Volume (Non GDD group)



#### ◆ 4. Royalty Income: Leadership Override Royalty (Royalty 2)

Distributors at the level of Diamond and above, till Crown GDD are entitled to differential status based Royalty over their downline groups, having status of RD and above. This differential leadership royalty increases, as the relative status in the

network organization increases, based on better sales performance and more achievers with commensurate sales volume in their respective groups. This royalty is paid at three main levels viz. DD, GDD & Status above GDD till Crown GDD.



In order to receive this Royalty component, one need to qualify by fulfilling the prescribed platoon sales volume as per the type of Royalty and rank of qualification.

#### Qualification:

DD Royalty	:	360 I.P in Platoon Sales Volume viz. Non RD group
GDD Royalty*	:	1500 I.P in Platoon Sales Volume viz. Non DD group
GDD+ Royalty**	:	6000 I.P in Platoon Sales Volume viz. Non GDD group

\*GDD royalty includes status / rank above GDD as well

\*\* on GDD lines



## 5. Club Incentive :

Distributors with Outstanding track record of consistent sales performance in each rank commencing at the level of CD itself are eligible for this incentive. Qualifiers are entitled to special club incentives where the qualification condition lays emphasis on personal productivity and re-purchase sale volume in their group out of the aggregate sales volume.

The sales volume qualification criteria is different for Star Achievers in the Leverage and Linear category.

The consistent track record of sales performance is measured on the basis of Personal sales I.P. In case of default in personal IP in any month, the same can be recouped in the next month. However further defaults will need fulfillment of re-entry norms or permanent bar form club qualification.

### Super Club : Coral Distributor (CD) to Ruby Distributor (RD)

Distributor Status	CD	PD	ED		SD		RD	
			Leverage	Linear	Leverage	Linear	Leverage	Linear
Personal Volume (IP) #	10	10	10	10	10	10	10	10
Platoon Group Volume	-	-	90	45	270	90	540	180
No of eligible Participants	-	-	5	2	15	4	30	9
Super Club Incentive Pool*	1.5%	1%	0.75%		0.5%		0.75%	

\*Subject to deduction for trainers fund  
# Personal Volume Capped at 100 I.P.

At the level of DD, the DD club is has two constituents, with DD Ambassadors Club and DD Super club

### DD Ambassador Club

DD Network Structure		DD with three RD in distinct lines	DD with two RD & One DD in distinct lines		DD with One RD & Two DD in distinct lines	
			Case-1	Case-2	Case-1	Case-2
Personal Volume (IP)		20	20	20	20	20
Total Turnover		10800	10800	10800	10800	10800
Turnover from RD line*		10800	7200	10800	3600	10800
Turnover from DD line		-	3600	-	7200	-
Additional Qualification norm for DD Super Club						
Platoon Group Volume	Turnover from RD line*	1080	720	1080	360	1080
	Turnover from DD line	-	360	-	720	-
Incentive Pool	Ideal DD	1.2%				
	King DD	1.2% + 0.6%				
	Dolphin	0.2%				

\*Also includes non RD Lines

At the level of GDD, the GDD club has two constituents, with GDD Ambassadors Club and GDD Super club

#### ◆ GDD Ambassador Club

DD Network Structure	GDD with three DD in distinct lines	GDD with two DD & One GDD in distinct lines		GDD with two GDD & One DD in distinct lines		GDD with three GDD in distinct lines	
		Case-1	Case-2	Case-1	Case-2	Case-1	Case-2
Personal Volume (IP)	20	20	20	20	20	20	20
Total Turnover	32400	32400	32400	32400	32400	97200	32400
Turnover from DD line*	32400	21600	32400	10800	32400	-	32400
Turnover from GDD line	-	10800	-	21600	-	97200	-
Additional Qualification norm for GDD Super Club							
Platoon Group Volume	Turnover from DD line*	3240	2160	3240	1080	3240	-
	Turnover from GDD line	-	1080	-	2160	-	9720
Incentive Pool	Perfect DD	0.6%					
	Super DD	0.6% + 0.3%					
	Dolphin	0.1%					

\*Also includes non DD Lines

0.75%

#### Fast Track qualification Club 3% :

Distributors with exemplary business performance, team development, training and Leadership skills to qualify their respective ranks are entitled to special club incentive when they reach the DD and GDD level within prescribed record time.

For entitlement to these club incentives one need to qualify as a RD within six month from the month of joining with fulfillment of trainer credentials within nine months.

Qualifiers under this category are specially designated as Star RD distributor Star DD and Star GDD respectively.

#### 6. One time Incentive (0.5%) :

Special one- time incentive based on exclusive achievements are also rewarded under the business plan to augment the lifestyle, knowledge and skill set of the distributors.