

PROBLEM #3:

Accurate cost/profit analysis

Even when businesses have a great product that customers are willing to buy, they can still end up going under because they failed to properly assess the cost of creating, marketing, and selling the product. When setting the price of a product, they forget that in addition to covering the cost of producing the product, their profit margins must also take into account a whole slew of other expenses, like renting warehouse space, building utilities, shipping materials, taxes, and so much more.

MELALEUCA SOLUTION

When you build a Melaleuca business, all of this work has already been done for you by experts with more than 30 years of experience. Not only that, but you get access to a wide variety of resources worth millions of dollars—all at no cost to you. You get immediate use of over \$110 million of manufacturing facilities and equipment to produce your products. Over \$120 million of computer hardware and software that are already running programs to support your business. Plus, one of the Internet's most-visited shopping websites equipped with an advanced Internet ordering system that is already programmed and ready to take your customers' orders—again at no charge to you. You have virtually no costs to run your business. What other company can offer you that kind of profit margin?

PROBLEM #4:

Employees and hiring

Some businesses fail because they hire too many people too fast. Their overly optimistic view of sales leads them to overstaff their company and then get dragged down by the high costs of excess employees. Other companies have the opposite problem. They try to stay lean and maximize profits by being a virtual one-man show or hiring inexperienced or unqualified employees willing to work on the cheap. However, the lack of skilled manpower quickly catches up to them and results in poor product quality, dissatisfied customers, and a damaged brand.

MELALEUCA SOLUTION

As a Melaleuca business owner, you are far from a one-woman or one-man show. You have thousands of employees who work tirelessly to make sure your business runs smoothly. You have a staff of over 600 men and women to take the orders of your customers. A professional finance team collects the sales tax from sales to your customers and pays all the appropriate municipalities. Over 1,400 marketing, finance, and IT executives and professionals support the needs of your business. An elite staff of PhDs and research scientists continually upgrade and enhance your existing product line and aggressively develop new products that are both science-based and naturally derived. And a stable of top-tier attorneys make sure Melaleuca is in compliance with all state and federal laws. The results of all these employees' hard work for Melaleuca is available to you at no extra cost!

PROBLEM #5

The business plan

No business can survive long term without a business plan. The problem is many new business owners fail to truly define their company's purpose, mission, and desired direction. Some don't even go as far as defining their potential customers. Without a clear plan of where they're heading, businesses can quickly get off course, make poor investments, and end up alienating their customer base.

MELALEUCA SOLUTION:

Melaleuca's business and compensation plan is unlike any other in the market. It's one of the reasons they've reached over \$1.3 billion in sales and been in business for over 30 years. Melaleuca has been recognized again and again as an exceptional company and has reaped local, state, national, and even international accolades for its business prowess and charitable kindness. They're in the Inc. 500 Hall of Fame, and have received the Better Business Bureau Torch Award and the United States Chamber of Commerce Blue Chip Enterprise Award, just to name a few. R.L.



BUT THAT'S NOT ALL

These are only a few of the ways a Melaleuca business offers a smart, high-return alternative to building a traditional business.

With unlimited earning potential and low personal risk, Melaleuca offers a superior opportunity for a truly phenomenal price of just \$29.

If you've dreamed of being your own boss or just having a bigger bank account, why not take advantage of the edge you have with Melaleuca? Talk to your enroller or call the Coaching and Leader Development Team (see page 78) for help building a business that can truly change your life and the lives of others.

