



## THE FM GROUP OPPORTUNITY



The FM Group ranges of quality, affordable fragrances, toiletries, makeup, aromatherapy, household and car 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, by introducing others to the business opportunity, 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. Since launching, FM Group World has opened offices in over **50 countries**, with more opening every year and has more than **480,000 distributors worldwide** – and growing!



Most experts agree that when considering joining a network marketing opportunity there are three ingredients which are essential for success:

1. A well established and financially secure company with a proven track record and the potential for massive growth
2. High quality, low cost, repeat consumable products which have mass market appeal
3. A pay plan which rewards well for both customer building and team building

FM Group excels in all three areas!

### 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
- Low monthly qualifying cost of under £12.00 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
- 9% of global sales paid into Bonus Pools
- Very achievable Mercedes car bonuses
- Offices in over 50 countries and growing worldwide - giving you the opportunity to build a huge international business
- 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 – you choose!

- **Retail Sales** Family & friends, neighbours, work colleagues, birthdays, anniversaries, Christmas, Mothers Day, Fathers Day, Valentines Day
- **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

## THE PRODUCTS

### PERFUMES & TOILETRIES:



FM Group offers a wide range of perfumes 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, aftershaves, shampoos plus a range of footcare products. 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 - the best part is that 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, yet simple**  
*The customer is not paying for 'over-the-top', fancy, custom-made bottles and packaging*
- **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.

Download our three catalogues at <http://www.aperfumes.com>

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. This is what some of the Press have to say:

**EXTRACT FROM DAILY MAIL 30<sup>TH</sup> 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 ARTICLE<sup>1</sup>**

“...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...”  
 Makes you wonder ‘*how long did they think about the fragrance?*’  
<sup>1</sup> Nedsoly, Tracy “*Scents and Sensibility*” Toronto Star Dec. 18 2008 : L 1

The concentration of essential oils reflects the intensity and longevity of a perfume and as the percentage of essential oils increases, so does the intensity and longevity of the scent. The concentration by percent/volume of perfume oil used in a perfume is shown below:



Perfume (Parfum)	Eau de Parfum (EDP)	Eau de Toilette (EDT)
Strongest fragrance	Lighter than perfume (Parfum)	Lighter and delicate fragrance
Concentration between 15-40%	Concentration between 10-20%	Concentration between 5-15%
Lasts between 6-8 hours	Lasts between 3-5 hours	Lasts between 2-4 hours

In mainstream fragrances about 3% of the price is for the perfume oil formula - the remaining 97% of the price is for packaging, marketing and distribution.

Most people buy Eau de Toilette products because of the very high cost of Perfume (Parfum) and Eau de Parfum (Eau de Parfum). For a typical £30 bottle of **Eau de Toilette** bought retail ... £29 of the price is spent on packaging, marketing and distribution.

FM Group **Perfume** is concentrated at **20%**, our **Eau de Parfum** is concentrated at **16%** and our **Eau de Toilette** is concentrated at **12%**. This means that you can buy our exclusive Perfume and Eau de Parfum products **cheaper** than Eau de Toilette products from other leading brands. That is great value!

Even though our products are beautifully packaged, our fragrances are sold at just a *fraction* of the retail prices of other major brands because we do not spend money on unnecessary packaging costs, celebrity endorsements nor on expensive advertising campaigns.

Instead, our focus is to produce high quality fragrances and pass the savings on directly to our customers!



**MAKE UP:**

For light and dark skin, a range of superior quality, competitively priced foundation, face powder, blush, eyeshadow, eye liner, mascara, lip gloss and brushes makes a very welcome, complementary, addition to the FM range of perfumes and toiletries.

**AROMATHERAPY PRODUCTS:**

Beautifully packaged aromatherapy salt body scrubs, bath salts, shower gels and candles are the newest range to be added to the FM product list.



**HOUSEHOLD PRODUCTS:**

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 products – as used in homes all around the world.

**CAR CARE PRODUCTS:**

Look after you car with our range of quality car care products – they are excellent value for money.



### 3 Ways to Earn Money with FM Group

#### 1. Retailing

Retail profits between 25% and 33% depending on product. For example, Classic 30ml Ladies Perfumes:

You sell for	£11.99
You pay	£ 8.20
You earn	£ 3.79 (which is 32% on retail price)

Points earned: 29 (1 point = approx 17.5p, this exchange rate may vary)

#### 2. Bonus on Personal and Team Sales Volume (Magnolia Club)

You earn an EXTRA commission bonus based on your personal group point volume.

Points Total	300 - 1,199	3% bonus commission
Points Total	1,200 - 3,599	6% bonus commission
Points Total	3,600 - 7,199	9% bonus commission
Points Total	7,200 - 11,999	12% bonus commission
Points Total	12,000 - 20,399	15% bonus commission
Points Total	20,400 - 29,999	18% bonus commission
Points Total	30,000+	21% bonus commission

You earn between 3% and 21% on the points of YOUR OWN personal sales ... PLUS you earn the difference between your bonus level and that of the highest person in each individual leg.

**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 at £11.80 will give you 40 points.

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 Starter Kits.

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
<b>EXAMPLE OF PROFIT AND POINTS ON MAKE-UP:</b>					
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
<b>EXAMPLE OF PROFIT AND POINTS ON HOUSEHOLD AND CAR RANGE:</b>					
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

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. The table above shows the current (May 2011) 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 that month.

### 3. Leadership Bonuses (Orchid Club)

When you reach 21% level, have one 21% group below (which automatically makes you 21%) and the rest of your team have at least 20,000 points volume, you enter the Orchid Club and begin to earn a share of the entire company points (yes, worldwide!) – 9% of the worldwide point's turnover is shared out amongst everyone who is a current member of the Orchid Programme.

The examples below are for guidance only - they are not based on any individual distributor's share. They are **indicative** of **AVERAGE** current bonuses being earned and are **IN ADDITION** to the two methods above.

#### Pearl Orchid

Each qualifying Pearl Orchid receives 1 share in the Pearl Orchid structure. **PLUS** the opportunity to earn a **Mercedes `A` class car**.

**TOTAL VALUE £600 PER MONTH** (top Pearl Orchids receive **over £2,500** extra bonus per month)

#### Amaranth Orchid

Each qualifying Amaranth Orchid receives 1 share in the Pearl Orchid structure **PLUS** 1 share in the Amaranth Orchid structure. **PLUS** the opportunity to earn a **Mercedes `C` class car**.

**TOTAL VALUE £1,250 PER MONTH** (top Amaranth Orchids receive **over £5,000** extra bonus per month)

#### Golden Orchid

Each qualifying Golden Orchid receives 1 share in the Pearl Orchid structure **PLUS** 1 share in the Amaranth Orchid structure **PLUS** 1 share in the Golden Orchid structure. **PLUS** the opportunity to earn a **Mercedes `E` class car**.

**TOTAL VALUE £3,250 PER MONTH** (top Golden Orchids receive **over £10,000** extra bonus per month)

#### Diamond Orchid

Each qualifying Diamond Orchid receives 1 share in the Pearl Orchid structure **PLUS** 1 share in the Amaranth Orchid structure **PLUS** 1 share in the Golden Orchid structure **PLUS** 1 share in the Diamond Orchid structure. **PLUS** the opportunity to earn a **Mercedes `S` class car**.

**TOTAL VALUE £8,150 PER MONTH** (top Diamond Orchids receive **over £20,000** extra bonus per month)

#### Black Diamond

**NEW POSITION INTRODUCED 2009 – EXPECTED TO BE WORTH OVER £100,000 PER MONTH**

Just think what these bonuses are going to be worth as the company continues to expand both nationally and internationally!

Please Note: This is a brief summary of the FM Group UK plan, for more information see full Marketing Plan.

Level	Criteria	Bonus Pool	*Average Monthly Bonuses
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	<b>£600 + 21% Bonus commission from stage 2</b>
Amaranth Orchid	Three separate 21% legs	1.5% of the GLOBAL turnover points	<b>£1,250 including Pearl Orchid Bonus</b>
Golden Orchid	Three separate legs with any level Orchid. This need not be on the first level	1.5% of the GLOBAL turnover points	<b>£3,250 including Amaranth and Pearl Orchid Bonuses</b>
Diamond Orchid	Five separate legs with any level Orchid. This need not be on the first level	1.5% of the GLOBAL turnover points	<b>£8,150 including Golden, Amaranth and Pearl Orchid Bonuses</b>
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	<b>New position, no qualifiers yet but estimated at £100,000</b>

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