Two Paths to E-Commerce Income:

Designed for entrepreneurs who want to make an informed decision before committing capital, time, and energy.

BUSINESS MODEL COMPARISON

OPPORTUNITY OVERVIEW



Amazon Drop Shipping — The Real Prerequisites

LLC Required

Legal business entity mandatory before approval — formal setup required before you can even begin.

Logistics Burden

Must self-manage OR hire a 3PL (Third-Party Logistics company). Upfront cost: **$10,000–$25,000**.

Inventory Front-Loading

Must pre-purchase inventory with a credit card on file — significant capital requirement *before* your first sale.

IP & Copyright Risk

Strict enforcement — Amazon can suspend or permanently ban accounts for intellectual property violations.

What Amazon Provides

- A platform and built-in buyer network
- Exposure to millions of buyers

What You Build — Everything Else

- Logistics & supplier relationships
- Brand compliance & ad strategy
- Customer service infrastructure
- Revenue margins: typically **3–7% net**

⚠ High barrier to entry. Capital-intensive. Approval-dependent. Margin-thin.

Amway Distribution — Low Barrier, Built-In Infrastructure

✅ Getting Started

1099 contractor model — **no LLC required** to begin. Open enrollment — start immediately, no approval process.

📦 Zero Logistics Burden

Fully handled by Amway — no 3PL costs, no warehousing, no shipping management required from you.

💳 No Front-Loading

Zero inventory purchase requirement — **no capital at risk upfront**. Start building without financial exposure.

🔐 IP & Copyright: Non-Issue

Distributors market exclusively as authorized Amway distributors under Amway's fully protected brand.

📊 Revenue Model

Performance-based bonus structure (**6% to 25% of BV**) plus retail profit margin on every sale.

👥 What You Build

Your buyers network — B2C (Business to Consumer) or DTC (Direct to Consumer). Focus on people, not logistics.





Low barrier. No capital risk. Infrastructure provided. You focus on people and distribution.

> *"Our model is driven by impact — creating real change in families' lives while building a scalable income stream."*

Amway Compensation — How the Money Works

Performance Bonus Schedule + Retail Profit

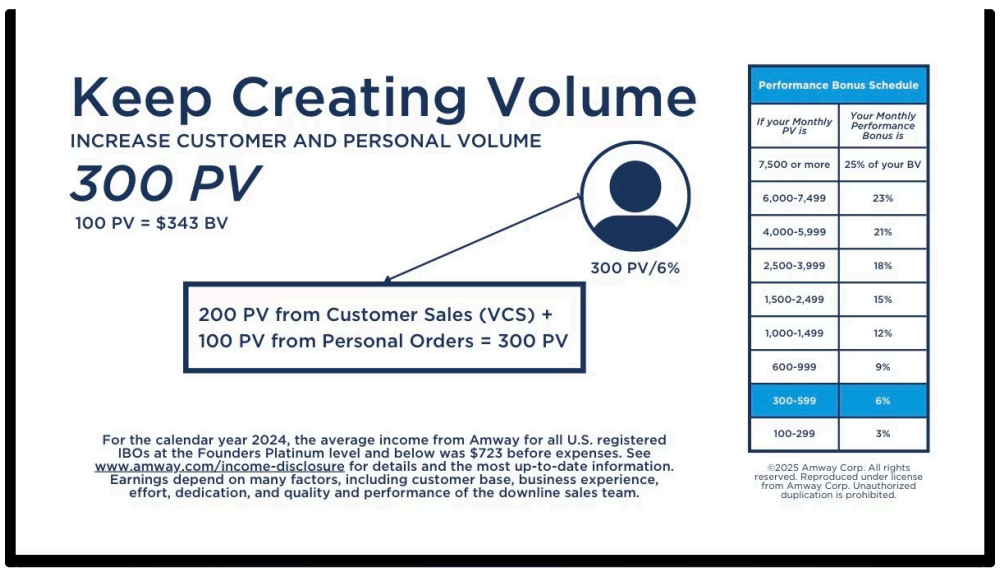
The Amway compensation model rewards volume growth with an escalating bonus percentage. As your group's monthly PV increases, your bonus rate climbs — from **3% at entry level** all the way to **25% at Platinum**.

> **Key Conversion:** 100 PV = $343 BV

Monthly PV	Monthly Performance Bonus
7,500+	25% of BV
6,000–7,499	23%
4,000–5,999	21%
2,500–3,999	18%
1,500–2,499	15%
1,000–1,499	12%
600–999	9%
300–599	6%
100–299	3%

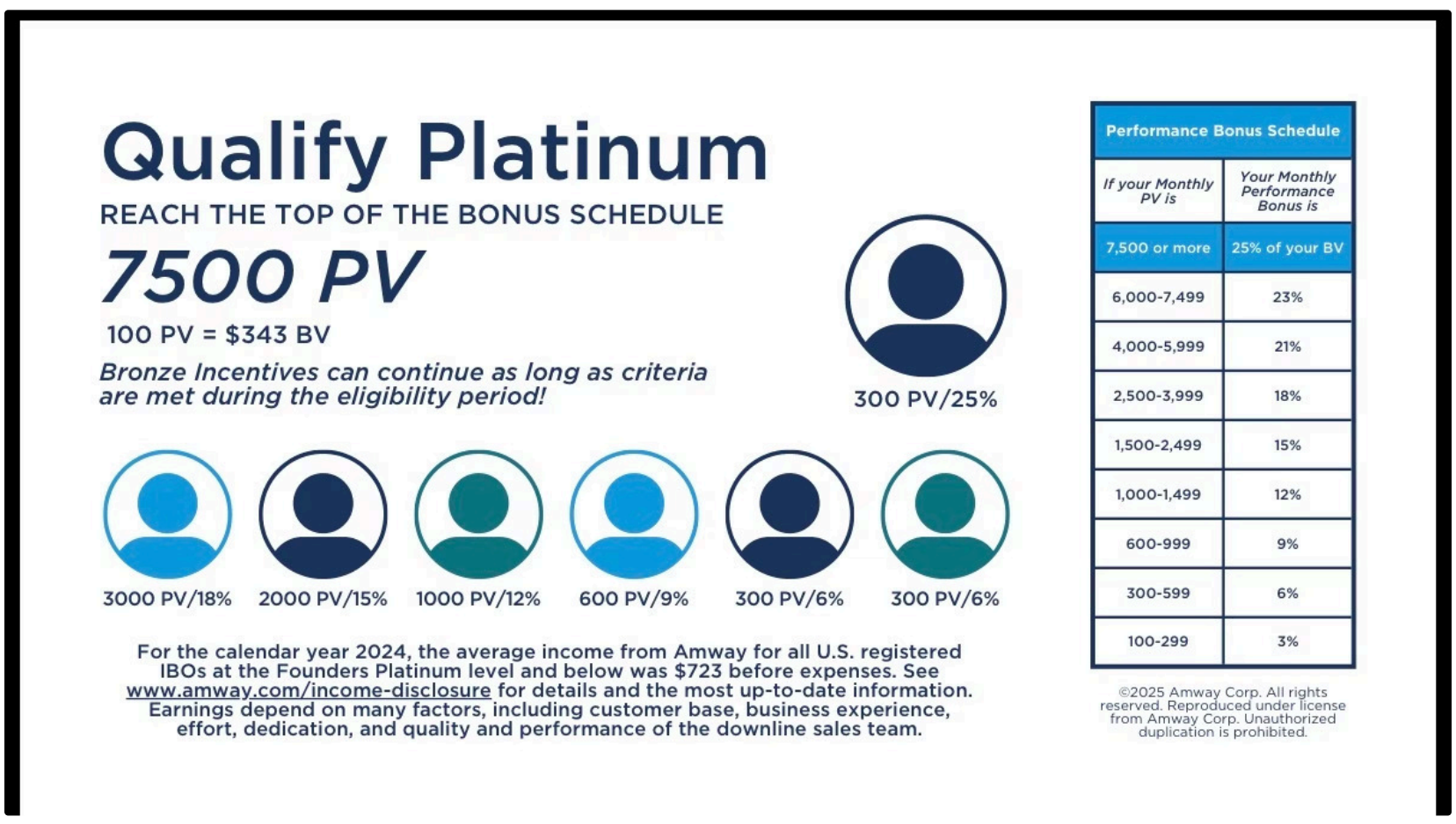
Entry Milestone: 300 PV = 6% Bonus

Formula: **200 PV** from Customer Sales (VCS) + **100 PV** Personal Orders = 300 PV



Platinum Milestone: 7,500 PV = 25% of BV

Example Platinum group structure: 3,000 + 2,000 + 1,000 + 600 + 300 + 300 PV (you at 300 PV)



$2,967

Monthly Bonus Highlight

Performance Bonus + Retail Profit combined at qualifying volume levels.

$46,423

Annual Platinum Average

Average annual earnings at Platinum (25% level, 12 consecutive qualifying months).

25%

Max Bonus Rate

Top-tier performance bonus percentage achieved at 7,500+ PV monthly group volume.

*For the calendar year 2024, the average income from Amway for all U.S. registered IBOs at the Founders Platinum level and below was $723 before expenses. Earnings depend on many factors including customer base, business experience, effort, dedication, and quality and performance of the downline sales team. See **www.amway.com/income-disclosure**.*



Leadership Team Development (LTD) — Built to Help You Win

Amway-Approved Provider of Business Support Materials

LTD exists to compress your learning curve, accelerate your results, and connect you to a community of builders. As an Amway-approved provider, LTD delivers structured education and mentorship designed specifically for Amway distributors at every stage of growth.

Product Education & Marketing Techniques

Deep product knowledge and proven marketing approaches to help you sell with confidence.

Curriculum to Enhance Business-Building Skills

Structured learning paths designed to develop your entrepreneurial capabilities step by step.

Seminars & Conferences

Live events that inspire, educate, and connect you with top performers across the network.

Online & Mobile Productivity Tools

Digital resources to manage your business, track progress, and stay organized on the go.

Personal Business Training & Mentorship

One-on-one and group mentorship from experienced leaders who have built successful businesses.

Optional LTD Membership

Complimentary for your **1st Contract Year** — experience the full LTD support system at no cost as you get started.

What This Means for You

- Compressed learning curve from day one
- Access to a proven system and community
- Mentorship from builders who've done it
- Tools that scale with your business

"LTD exists to compress your learning curve, accelerate your results, and connect you to a community of builders."

Participation with an Approved Provider and purchase of BSM are strictly optional and do not guarantee success.