



- **Overall Business Plan L. B. R. MARKETING LIMITED**

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### ***1. Industry Overview***

Direct sales companies are involved in the retailing of a product or service from one person to another without having a fixed retail location. Players in this industry are referred to as independent consultants, distributors or sales representatives.

Sales are usually done via home parties, workplaces, trucks or wagons, street corner carts or door-to-door. It is important to state that companies who are involved in direct sales of fuel and food for immediate consumption are not included in the direct selling companies' industry.

The Direct Selling Companies Industry is indeed in a mature stage of its growth. The industry is characterized by growth in line with the overall outlook of the economy, consolidation from the largest players in the industry and wholehearted market acceptance of industry products and services.

The products and services of direct sales companies will continue to be in high demand by households and business establishment in the country most especially as the number of businesses and employees increases. Manufacturing companies

are also expected to continue to outsource their direct sales functions so as to focus their attention on their core area of operations.

The Direct Selling Companies Industry is indeed a large industry and pretty much active in countries such as United States of America, United Kingdom, India, France, Italy, Nigeria, south africa Japan, China, Germany, and Canada et al.

## ***2. Executive Summary***

***L. B. R. MARKETING LIMITED*** is a registered and licensed direct sales company that will be based in Mehsana – Gujarat. The company will be involved in the direct sales of Health Care products, Personal Care Products, Home care products, Food and Beverages, Cattle feed, Agricultural, Grocery and lifestyle.

We are aware that to run an all – round and standard direct sales company can be demanding which is why we are well trained, certified and equipped to perform excellently well.

***L. B. R. MARKETING LIMITED*** Direct Sales Company is a client – focused and result driven direct sales company that retail quality goods from known manufacturer at an affordable fee that won't in any way put a hole in the pocket of our customers. We will ensure that we comb every nooks and crannies of India so has to maximize sale of our goods and services.

Our client's best interest would always come first, and everything we do is guided by our values and professional ethics. We will ensure that we hire professionals who are well experienced in the direct selling companies' industry to help us handle our sales.

Company will at all times demonstrate her commitment to sustainability, both individually and as a firm, by actively participating in our communities and integrating sustainable business practices wherever possible.

We will ensure that we hold ourselves accountable to the highest standards by meeting our client's needs precisely and completely. We will cultivate a working environment that provides a human, sustainable approach to earning a living, and living in our world, for our partners, employees and for our clients.

Our plan is to position the business to become one of the leading brands in the direct selling companies' industry in the whole of India, and also to be amongst the top 10 direct sales companies in the India within the next 10 years of operations.

This might look too tall a dream but we are optimistic that this will surely be realized because we have done our research and feasibility studies and we are enthusiastic and confident that India is the right place to run our direct sales company.

**L. B. R. MARKETING LIMITED** Direct Sales Company is private registered business that is Managed by director **Mr. Babuji Ramtuji Thakor** and his staff. Mr. Babuji Thakor has well over 15 years of experience working at various capacities within the direct sales company's industry in India.

### **3. Our Products and Services**

**L. B. R. MARKETING LIMITED** Company is in the direct selling companies Industry to sell a wide range of goods and services to corporate and individual clients and to reach out each and every person and society to make people healthy and wealthy and of course to make profits, which is why we will ensure we go all the way to enter into partnership with loads of manufacturers within and outside of the India.

We are in the direct selling companies' industry to make profits and we will ensure that we do all that is permitted by the law of the India to achieve our aim and ambition of starting the business. Our business offerings are listed below;

- ***Direct selling of Health Care Product***
- ***Direct selling of vitamins and nutritional supplement***
- ***Direct selling of Personal Care and Lifestyle Products***
- ***Direct selling of Herbal and Ayurvedic products***
- ***Direct Selling of Home Care Products***
- ***Direct selling of Food, Beverages and Grocery Products***
- ***Direct selling of cattle feed and Agricultural Products***

### **4. Our Mission and Vision Statement**

- Our *vision* is to build a direct sales company brand that will become the number one choice for both individual and corporate clients in the whole of India. Our vision reflects our values: integrity, service, excellence and teamwork.
- Our *mission* is to sell, quality and affordable goods and services within and outside of the India. We will position the business to become one of the leading brands in the direct sales line of business in the whole of India, and also to be amongst the top 10 direct sales companies in the country within the next 10 years of operations.

### **5. Our Business Structure**

Normally we would have settled for Twelve to Fifteen full – time staff members, but as part of our plan to build a standard direct sales company in India, we have perfected plans to get it right from the beginning which is why we are going the extra mile to ensure that we have competent, honest and hardworking employees to occupy all the available positions in our organization.

The picture of the kind of direct sales company we intend building and the business goals we want to achieve is what informed the amount we are ready to pay for the best hands available in and around India.

We will ensure that we only hire people that are qualified, honest, hardworking, customer centric and are ready to work to help us build a prosperous business that will benefit all the stake holders (the owners, workforce, and customers).

As a matter of fact, profit-sharing arrangement will be made available to all our senior management staff and it will be based on their performance for a period of five years or more depending how fast we meet our set target. In view of that, we have qualified and competent hands to occupy the following positions;

- ***Chief Executive Officer***
- ***Accounting and Tax Consultants***
- ***Admin and HR Manager***

- *Merchandize Manager*
- *Accountant*
- *Customer Care Executive / Front Desk Officer*

## **5. Job Roles and Responsibilities**

### **→Chief Executive Office:**

- Increases management's effectiveness by recruiting, selecting, orienting, training, coaching, counselling, and disciplining managers; communicating values, strategies, and objectives; assigning accountabilities; planning, monitoring, and appraising job results; developing incentives; developing a climate for offering information and opinions; providing educational opportunities.
- Creates, communicates, and implements the organization's vision, mission, and overall direction – i.e. leading the development and implementation of the overall organization's strategy.
- Responsible for fixing prices and signing business deals
- Responsible for providing direction for the business
- Creates, communicates, and implements the organization's vision, mission, and overall direction – i.e. leading the development and implementation of the overall organization's strategy.
- Responsible for signing checks and documents on behalf of the company
- Evaluates the success of the organization

### **→Accounting and Tax Consultants**

- Responsible for providing accounting advice to corporate clients
- Provides accounting advice to individuals and small businesses
- Responsible for handling accounts preparation
- Responsible for handling financial auditing services
- Responsible for handling financial statement review services
- Handles other financial assurance services and general accounting services

- Responsible for handling tax planning and consulting services, individual tax preparation and representative services and corporate tax preparation and representative services
- Other services
- Responsible for handling other financial consulting and advisory related services such as designing accounting systems, preparing financial statements, developing budgets, tax preparation and compliance work, consulting assistance, restructuring and providing advice on matters related to accounting.

#### →Admin and HR Manager

- Responsible for overseeing the smooth running of HR and administrative tasks for the organization
- Designs job descriptions with KPI to drive performance management for clients
- Regularly hold meetings with key stakeholders to review the effectiveness of HR Policies, Procedures and Processes
- Maintains office supplies by checking stocks; placing and expediting orders; evaluating new products.
- Ensures operation of equipment by completing preventive maintenance requirements; calling for repairs.
- Defines job positions for recruitment and managing interviewing process
- Carries out staff induction for new team members
- Responsible for training, evaluation and assessment of employees
- Responsible for arranging travel, meetings and appointments
- Updates job knowledge by participating in educational opportunities; reading professional publications; maintaining personal networks; participating in professional organizations.
- Oversee the smooth running of the daily office activities.

#### →Merchandize Manager

- Manages vendor relations, market visits, and the ongoing education and development of the organizations' buying teams
- Helps to ensure consistent quality of tires from different manufacturers are purchased and retailed in good price that will ensure we make good profit
- Responsible for planning sales, monitoring inventory, selecting the merchandise, and writing and pricing orders to vendors
- Ensures that the organization operates within stipulated budget.

#### →Accountant

- Responsible for preparing financial reports, budgets, and financial statements for the organization
- creates reports from the information concerning the financial transactions recorded by the bookkeeper
- Prepare the income statement and balance sheet using the trial balance and ledgers prepared by the bookkeeper.
- Provides managements with financial analyses, development budgets, and accounting reports; analyzes financial feasibility for the most complex proposed projects; conducts market research to forecast trends and business conditions.
- Responsible for financial forecasting and risks analysis.
- Performs cash management, general ledger accounting, and financial reporting for one or more properties.
- Responsible for developing and managing financial systems and policies
- Responsible for administering payrolls
- Ensures compliance with taxation legislation
- Handles all financial transactions for the company
- Serves as internal auditor for the company

#### →Client Service Executive / Front Desk Officer

- Welcomes guests and clients by greeting them in person or on the telephone; answering or directing inquiries.

- Keep proper track over consumer complaint redressal committee for problem resolution within stipulated time period.
- Ensures that all contacts with clients (e-mail, walk-In centre, SMS or phone) provides the client with a personalized customer service experience of the highest level
- Through interaction with clients on the phone, uses every opportunity to build client's interest in the company's products and services
- Manages administrative duties assigned by the manager in an effective and timely manner
- Consistently stays abreast of any new information on the company's products, promotional campaigns etc. to ensure accurate and helpful information is supplied to clients
- Receives parcels / documents for the company
- Distributes mails in the organization
- Handles any other duties as assigned

## **6. SWOT Analysis**

***L. B. R. MARKETING LIMITED*** Company engaged the services of a core professional in the area of business consulting and structuring to assist the firm in building a well – structured direct sales company that can favourably compete in the highly competitive direct selling companies' industry.

Part of what the team of business consultant did was to work with the management of our organization in conducting a SWOT analysis for ***L. B. R. MARKETING LIMITED*** Company. Here is a summary from the result of the SWOT analysis that was conducted on behalf of ***L. B. R. MARKETING LIMITED*** Company;

- ***Strength:***

Our core strength lies in the power of our team; our workforce. We have a team that can go all the way to sell any goods or services; a team that are trained and equipped to meet and surpass their targets. We are well positioned in a location with



the right demographic composition for the kind of goods and services that we are going to be selling.

- **Weakness:**

As a direct sales company, it might take some time to get acceptance by all the people due to negativity and misinformation about MLM companies. So it will take time to get in to touch with each and every person.

- **Opportunities:**

The opportunities in the direct selling companies' industry are massive especially if you know the right goods and services to sell per – time. As a standard and well – positioned direct sales company, we are ready to take advantage of any opportunity that comes our way.

- **Threat:**

Increased competition from mass merchandisers, department stores and online retailers will surely pose a threat to the growth of our direct sales company. The arrival of a competitor within our location of operations and global economic downturn which usually affects purchasing / spending power.

There is hardly anything we can do as regards these threats other than to be optimistic that things will continue to work for our good.

## **7. MARKET ANALYSIS**

- **Market Trends**

The Direct Selling Companies Industry, just like most businesses in the retailing industry, depends on strong consumer spending to spur the demand for industry products. Over the last half a decade, the economy has begun recovering from recessionary declines with both the Consumer Confidence Index and disposable income increasing.

Going forward, as the economy of the India continues to recover and consumers are expected to loosen their discretionary budgets, the industry is anticipated to thrive. This is why rising disposable income and increase in essential needs will support demand for industry products

As part of marketing strategies, direct sales companies engage in massive clearance sales and discount sales to attract customers. It is a strategy that helps them sell their goods to new customers and also reinforce the loyalty of old customers.

Lastly, in recent time, the direct selling landscape has seen tremendous changes in the last 20 years; it has grown from the smaller door to door selling to a more organized and far-reaching venture. The introduction of technology (telemarketing and email marketing) makes it easier for direct sales companies to reach out to a larger market far beyond their present location.

### **8. Our Target Market**

Possibly it will be safe to submit that the direct selling companies' industry has a wide range of customers; every individual, households and corporate organizations and others would have one or more things that they would need to buy from direct sales companies.

In view of that, we have mapped out sales strategies that will help us sell our goods and services to the residence of India. We have conducted our market research and feasibility studies and we have ideas of what our target market would be expecting from us.

We are in business to retail a wide range of goods and services to the following groups of people and corporate organizations;

- ***Men and women***
- ***Households***
- ***Bachelors and Spinsters***
- ***Corporate Executives***
- ***Business People***

- *About to wed couples*
- *Students*
- *Sports men and women*
- *Farmers*

### →Our competitive advantage

A close study of the direct sales companies' industry reveals that the market has become much more intensely competitive over the last decade. As a matter of fact, you have to be highly creative, customer centric and proactive if you must survive in this industry. We are aware of the stiffer competition and we are well prepared to compete favourably with other leading direct sales companies and throughout the India.

***L. B. R. MARKETING LIMITED*** Company is launching a standard one stop direct sales company that will indeed become the preferred choice of residence of India and every other location where we will market our goods and services.

One thing is certain; we will ensure that we sell a wide range of products from leading manufacturers at all times. One of our business goals is to make Fred ***L. B. R. MARKETING LIMITED*** Company, a one stop direct sales company for individuals, households and corporate organizations. Our excellent customer service culture, telemarketing and email marketing, online store, and various payment options will serve as a competitive advantage for us.

Lastly, our employees will be well taken care of, and their welfare package will be among the best within our category (start-ups direct sales companies) in the industry meaning that they will be more than willing to build the business with us and help deliver our set goals and achieve all our aims and objectives. We will also give good working conditions and commissions to freelance sales agents that we will recruit from time to time.

### **9. SALES AND MARKETING STRATEGY**

#### →Sources of Income

**L. B. R. MARKETING LIMITED** Company is in business to sell wide products from top manufacturing to the residence of India. We are in the direct selling companies industry to maximize profits and we are going to go all the way out to ensure that we achieve our business goals and objectives. Company will generate income by;

- *Direct selling of Health Care Product*
- *Direct selling of vitamins and nutritional supplement*
- *Direct selling of Personal Care and Lifestyle Products*
- *Direct selling of Herbal and Ayurvedic products*
- *Direct Selling of Home Care Products*
- *Direct selling of Food, Beverages and Grocery Products*
- *Direct selling of cattle feed and Agricultural Products*

**→Marketing Strategy and Sales Strategy**

We hired experts who have good understanding of the direct selling companies' industry to help us develop marketing strategies that will help us achieve our business goal of winning a larger percentage of the available market in Country.

In order to continue to be in business and grow, we must continue to sell our products; which is why we will go all out to empower our sales and marketing team to deliver. In summary, **L. B. R. MARKETING LIMITED** Company will adopt the following sales and marketing approach to win customers over;

- *Open our New direct sales branches in a grand style with a party for all*
- *Introduce our direct sales company by sending introductory letters alongside our brochure*
- *Ensure that we have a wide range of quality products*
- *Make use of attractive hand bills to create awareness our direct sales company*
- *Create loyalty plan that will enable us reward our regular customers and also attractive reward scheme for distributors to boost sales of company.*
- *Leverage on the internet to promote our business*

- *Company provide training by professionals to improve business skills of distributors by seminar and Live sessions.*
- *Leverage on telephone (telemarketing) and email (email marketing) to sell our products*
- *Engage in direct marketing and sales*
- *Encourage the use of Word-of-mouth marketing (referrals)*
- *Social media platforms like; YouTube, Instagram, Facebook, Twitter, LinkedIn, Snap chat, Badoo, Google+ and other platforms to promote our business.*
- *Advertise our direct sales business in our official website and employ strategies that will help us pull traffic to the site*

## **10. Our Pricing Strategy**

Aside from quality, pricing is one of the key factors that give leverage to retailing business such as direct sales business, it is normal for consumers to purchase goods from direct sales companies that they can goods at cheaper price which is why big players in the direct selling companies industry will attract loads of corporate and individual clients.

We have the capacity to compete with bigger direct sales companies when it comes to retailing goods at rock bottom prices, we will ensure that the prices and quality of all the products that we sell are competitive with what is obtainable amongst direct sales companies.

### **→Payment Options**

The payment policy adopted by Company is all inclusive because we are quite aware that different customers prefer different payment options as it suits them but at the same time, we will ensure that we abide by the financial rules and regulation of the India. Here are the payment options that Company will make available to her clients;

- *Payment via bank transfer*
- *Payment with cash*
- *Payment via credit cards / Point of Sale Machines (POS Machines)*
- *Payment via online bank transfer/UP Transfer*

- *Payment via cheque*
- *Payment via mobile money transfer*
- *Payment via bank draft*

In view of the above, we have chosen banking platforms that will enable our client make payment for farm produces purchase without any stress on their part. Our bank account numbers will be made available on our website and promotional materials to clients who may want to deposit cash or make online transfer for the purchase of our products.