

**Traditional Distribution**

**Melaleuca: Consumer Direct Marketing**

**Benefits**

<b>Manufacturing-Middle Men-Retailer</b>
1. Manufacturing Company
2. Wholesaler
3. Broker
4. Advertiser
5. Local wholesale distributor
6. Local retail store
7. Consumer

<b>Summary</b>
A. In each stage more money is added to the cost of the product. Quality is minimized.
B. At the end of the line all the above costs are passed on to the consumer.
C. None of the profits are shared with the consumer for being a loyal customer.
D. No profits are shared with the local church or organization.

<b>Manufacturing - Consumer</b>
1. Consumer orders only what they need or use for the month.
2. Products are shipped UPS directly from the manufacturer to the consumer.
3. All products carry a 60 to 90 day full money back guarantee.

<b>Summary</b>
A. The consumer has the ability to shop from the comfort of their home. All products delivered direct to their door.
B. The consumer receives higher quality products, because the manufacturer has complete control over product.
C. 100% customer satisfaction. No risk.
D. Marketing and advertising dollars may be redirected to consumers for their loyalty.
E. A business or revenue opportunity may be created for individuals or organizations from non traditional means.

<b>Summary</b>
1. Revenue profits will be redistributed to individuals, churches & worthy organizations instead of large corps.
2. An endless revenue opportunity with no geographical boundaries.
3. Consumers now have a painless method of donating funds to causes they have a direct connection with or they can benefit from.
4. Consumers get more value for their money and are rewarded for their loyalty to the brand.
5. The process makes sense and everyone WINS!