

# START

with Amway

Be in BUSINESS FOR  
YOURSELF, but  
NEVER  
BY YOURSELF!

Amway





**New ABO  
Holistic Journey**

**Amway**



**Let's build your business with  
a strong START!**

**Amway**

# Kickstart vs START program | Overview

## First Order & Kick START Programs

All New ABOs who place their first order within 30 days from registering:

1 Month for New ABOs

- Orders 30 - 199.99 PPV → 10% discount
- Orders 200 - 300 PPV → 15% discount

First order program - will be discontinued when we launch START

All ABOs

**Earn:** All ABOs who accumulate min 100 PPV from 1<sup>st</sup> to 28<sup>th</sup> of the month:

**Redemption:**

- To redeem the R100 discount → your next purchase to the value of R800 or more on a single order.

KICKSTART - changes once START is launched

## START Program

All new ABOs will receive a discount within their first 4 months to spend in the following month, if they meet the requirements:

1 - 4 Month for New ABOs

**Earn: Accumulative PPV** from the 1<sup>st</sup> to the last day of the month:-

- 50 - 99.99 PPV → R300 discount
- 100 - 149.99 PPV → R600 discount
- 150 or more PPV → R900 discount

**Redemption** period: 4<sup>th</sup> – 28<sup>th</sup> of the following month (applies to a single order) – subject to eligibility criteria:

- Order min 50 - 99.99 PPV → R300 discount
- Order 100 - 149.99 PPV → R600 discount
- Order 150 or more PPV → R900 discount

ABOs From month 5 onwards

**Earn:** From month 5 onwards, ABOs who accumulate a minimum 100 PPV within the month can qualify for KICKSTART discount.

**Redemption:** To redeem the R100 discount → the next purchase to be made in the following month between 4<sup>th</sup> – 28<sup>th</sup>, when placing a single order to the value of R800 or more.



## **Revised KICKSTART:-**

- START discount of R100 begins from month 5 onwards.
- All current ABOs qualify to earn the R100 START discount, provided all eligibility criteria is met.
- One discount can be earned per month.

## **NEW ABO Journey:-**

- Support the first 4 months for new ABOs.
- START discounts are based on monthly cumulative PV
- One discount can be earned per month.
- Redemption is available between the 4<sup>th</sup> to 28<sup>th</sup> of the month after the discount is earned, provided all eligibility criteria is met.
- Encourage second and future purchases.
- Support monthly qualification.

# The New ABO Journey Plan

Your first 4 months from registration



Month 1		Month 2		Month 3		Month 4	
Accumulate $\geq 50$ personal PV during the 1 <sup>st</sup> month to earn more START discount.		Accumulate $\geq 50$ personal PV during the 2 <sup>nd</sup> month to earn more START discount.		Accumulate $\geq 50$ personal PV during the 3 <sup>rd</sup> month to earn more START discount.		Accumulate $\geq 50$ personal PV during the 4 <sup>th</sup> month to earn more START discount.	
Monthly PPV	Discount Value	Monthly PPV	Discount Value	Monthly PPV	Discount Value	Monthly PPV	Discount Value
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### Discount Redemption

**R300**  $\geq 50$  PV    **R600**  $\geq 100$  PV    **R900**  $\geq 150$  PV

START discount can be redeemed from 4<sup>th</sup> to 28<sup>th</sup> of the following month.

# The New ABO Journey Plan

Your First 4 Months from Registration

How Does It Work?



Example	1	2	3	4	5	6																																
Month	March	April	May	June	July	Aug																																
*START registration PPV requirement From 1 <sup>st</sup> to the last day of the month.	<b>40 PPV</b>	<b>50 PPV</b>	<b>100 PPV</b>	<b>100 PPV</b>	<b>100 PPV</b>	<b>100PPV</b>																																
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# START program | Key Takeaways & Essential Points

- ✓ To **earn** the discount, cumulative PV is counted from the 1st to the last day of the month.
- ✓ Partner Store PV is not counted.
- ✓ To **redeem** the discount in the following month, PV must be **maintained or increased** from the previous month. this applies to a single order.
- ✓ If no order is placed in the first month after registration, the ABO remains eligible for START discounts in the 2nd, 3rd, and 4th months.
- ✓ PV accumulation for the START discount is counted by the **calendar month**. If an ABO registers on the 15th, PV will be counted from the 15th to the last day of that month.
- ✓ PV from Group Combined Orders **is included** in the START discount calculation.
- ✓ The discount can be used for online purchases and will be applied at **Step 3** of the online ordering process. The ABO must be **logged in** to redeem the discount.
- ✓ Placing an online order using a downline's ABO number will apply the discount to the downline's order, and the ABO placing the order will **forfeit** their discount benefit for that transaction.

START

THANK YOU

**Amway**