



आयुर्वेद अपनायें  
निरोगी जीवन पायें!

## BUSINESS PLAN

**DAILY NEED MARKETING  
& RETAIL PVT. LTD.**

CIN-U52590HR2015PTC056073

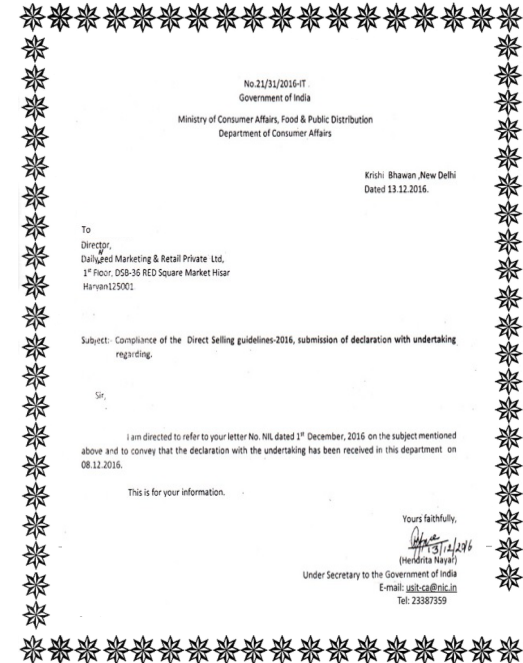
[www.dnmbusiness.com](http://www.dnmbusiness.com)

**Way To Success....**

# LEGALITIES



- ◆ Company is always committed to fulfill all provision, rule & regulation related to consumer protection act, 1986 and Direct Selling Guidelines-2016.
- ◆ Company has submitted its undertaking file and also received a letter from "Department of Consumer Affairs, Ministry of Consumer Affairs, Food & Public Distribution, Govt. of India". Letter No. 21/31/2016-IT.



# DNM PRODUCT CATEGORY

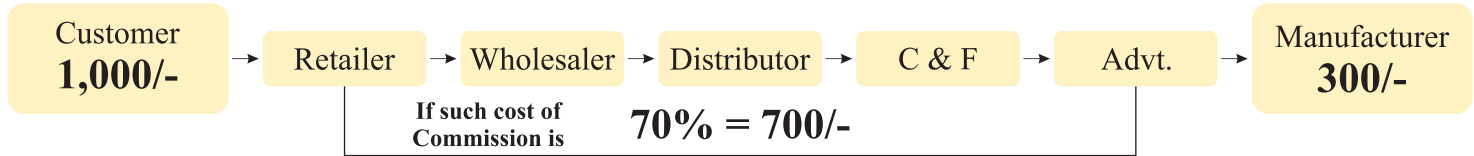




# WHAT IS DIRECT SELLING ?

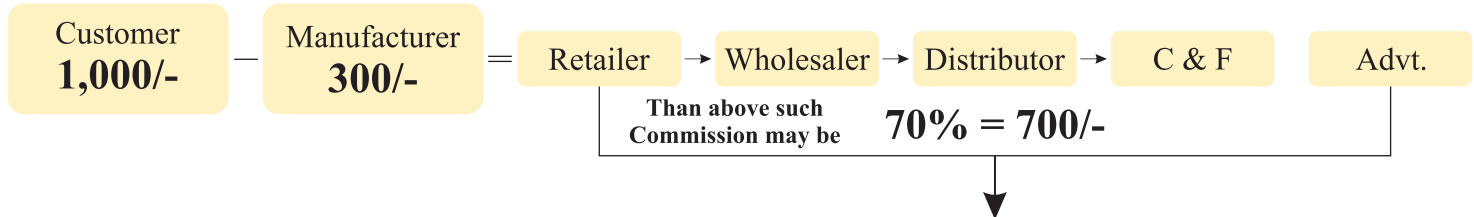
## TRADITIONAL BUSINESS

Example-



## DNM DIRECT SELLING

Example-



\*Margin of agent, C&F, wholesaler as well cost of advertisement distribute **among direct seller team as per achieved sales by them**

**DNM** से उत्पाद खरीद कर आप  
 $70\%$  तक कमा सकते हैं।





## HOW TO BECOME A DIRECT SELLER

- a) Free Registration.
- b) Register through our website [www.dnmbusiness.com](http://www.dnmbusiness.com).
- c) Update KYC (Photo + Pan Card + Aadhar Card + Bank Passbook with IFSC Code).
- d) Go through term & conditions, agree and put sign through OTP.
- e) Direct Seller get his/her user ID and password instantly.

## From Where DNM DS Can Purchase Product?

- a) DNM Head Office.
- b) Authorised Shopping Point/DD of the Company.

# INCOME OF DIRECT SELLER

Our Company is providing pure product based sales commission on behalf of the achievement of the selling of the product of our company by you (Direct Seller) in & as in following manner :

1. Sales Retail Discount (upto 40% on MRP)
2. Sales Self Repurchase (10% of SV)
3. Sales Consistency Offer
4. Sales Group Commission (30% of Ist Pur. SV)
5. Sales Leadership Bonus (30% of Re-Pur. SV)
6. Sales Commission for Star (15% of SV)
7. Sales Commission for Traveling (9% of SV)
8. Sales Commission for Bike (9% of SV )
9. Sales Commission for Car (5% of SV)
10. Sales Commission for House (7% of SV)
11. Sales Store(5% on DP), Sales DD(10% on DP)



## SALES RETAIL DISCOUNT



$$\text{SALES RETAIL DISCOUNT} = (\text{MRP} - \text{DP})$$

**Example-**

**MRP of Heart Care Juice : 800/-**

**DP Price of Heart Care Juice : 520/-**

**Retail Discount to D.S. : 280/-**



## SALES SELF RE-PURCHASE COMMISSION (10%)



सेल्फ री-परचेज कमीशन- अपनी स्वयं की आई.डी. पर, रि-परचेज करने पर एस.वी. का 10 प्रतिशत मिलेगा।

If any Direct Seller, Self Purchase any products after registration to own use or further sale of 5,000 S.V. (Accumulative from date of registration) on Self ID. The Company gives him/her, self re-purchase commission level 10%

### Example-

#### S.V. On Self ID

#### Self Re-purchase Level

(I) 5,000 S.V. (Accumulative)

10%

(II) 2,500 S.V.

10%

(with in 30 days from date of registration)

## SALES CONSISTENCY OFFER



### खरीदें 2000 DP का प्रोडक्ट लगातार 5 महीने

- ★ Sales Consistency Offer में भाग लेने के लिए प्रत्येक माह की 1 से 15 तारीख के मध्य एक या एक से अधिक इनवॉइस में कम से कम 2,000 DP का प्रोडक्ट लगातार 5 महीने लेना आवश्यक है (दूसरे से पांचवें माह के लिए)।
- ★ New Joining Direct Seller के लिए पहला महीना (1 से 31 तारीख) पूरा मान्य होगा।
- ★ फ्री प्रोडक्ट 5 महीने की खरीददारी के बाद एकल-एकल, छटे महीने इच्छित Store/DD के माध्यम से उपलब्ध कराए जायेंगे।

पाएं  
2,000 DP/  
2,500 MRP का  
PRODUCT  
FREE



## SALES GROUP COMMISSION (30%)

- In this type of Sales Commission, company shall distribute Rs. 30 for each 100 Sales Value (Ist Purchase S.V.) as explained in the given example.
- No Limit of appointment of Direct Seller in any Sale Group.
- Weekly Sale Close on Thursday, Payout will be NEFT on next Thursday.
- Ist payment will be calculated on basic of 1:2 or 2:1

### Example :



S.G.A	S.G.A	S.G.B	S.G.B	S.G.B	S.G.A	S.G.A	S.G.B
<b>A</b>	<b>B</b>	<b>C</b>	<b>D</b>	<b>E</b>	<b>F</b>	<b>G</b>	<b>H</b>
71k	10k	10k	10k	20k	10k	10k	10k
SGA = 1,01,000 SV				SGB = 50,000 SV			

Total S.G.A. Sales Value = 1,01,000 SV

Equivalent Sales Group SV = 50,000 SV

Total S.G.B. Sales Value = 50,000 SV

Not Equivalent Balance Sales Group SV = 51,000 SV

Not Equivalent (SGA) Balance S.V. - Carry forward for next weekly closing...



# SALES GROUP COMMISSION (30%)

## Formula for Calculation

$$\text{Sales Group Commission Rate (SGCR)} = \frac{\text{Total SV of company in that week} \times 30/100}{\text{Total Equivalent SV in both group A \& B in that week}}$$

Total SV of company means = Total sale value in respect of over all turnover of the company in that week.

Total equivalent group SV of company means = Similar sale value cycle in both group of company in that week.

## For Example :

From above mentioned diagram : Equivalent Sale Group SV = 10,000 SV  
i.e., 10,000 SV x Sales Group Commission Rate (S.G.C.R.) is your Sales Group Commission

Total SV turnover in week = 5,00,000 SV

Sales Group Commission shall be = Rs. 30/- per 100 SV

$$\text{Now : } \frac{5,00,000 \text{ SV} \times 30}{100} = \text{Rs. } 1,50,000/-$$

Total Equivalent group cycle of company = 14,00,000 SV

$$\text{S.G.C.R.} = \frac{1,50,000}{14,00,000 \text{ Cycle (Group Equivalent cycle of Company)}} = 0.1071$$

S.G.C.R. = 0.1071 (Sales commission rate per SV)

1. Now, suppose

YOUR Equivalent Sales Group SV  
in week = 10,000 SV

Your Sales Group Commission is  
equivalent group SV is 10,000 SV x 0.1071  
(S.G.C.R.) = Rs. 1071/-

2. Now, suppose

YOUR Equivalent Sales Group SV in  
next week = 1,00,000 SV

Your Sales Group Commission is  
= 1,00,000 SV x 0.1071 (S.G.C.R.) = Rs. 10,710/-



# MAX. ELIGIBLE S.G. COMMISSION LIMIT

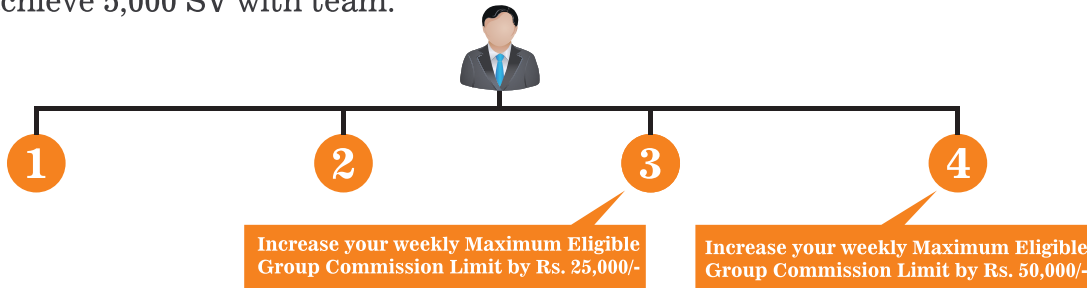
(Sales Value) through self purchase	Initial weekly Maximum Eligibility in Respect of Sales Group Commission (in Rs.)
Self purchase Sales Value accumulated to 1,000 SV	Rs. 50,000/-
Self purchase Sales Value accumulated to 5,000 SV	Rs. 2,00,000/-

## 1. Increase your weekly Maximum Eligible Group Commission Limit by Rs. 25,000/-

When from your 3rd direct, from your any Sales Group (SGA & SGB) will achieve 15,000 SV with team.

## 2. Increase your weekly Maximum Eligible Group Commission Limit by Rs. 50,000/-

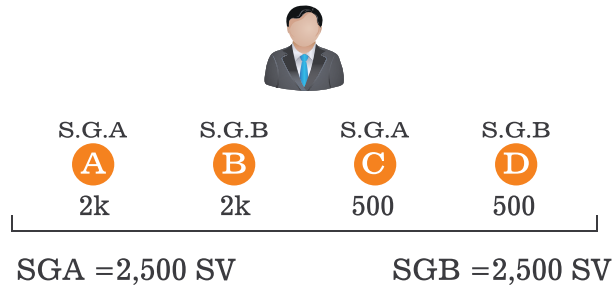
When from your 4th direct, from your any Sales Group (SGA & SGB) will achieve 5,000 SV with team.



# SALES LEADERSHIP BONUS (30%)

- In this type of Sales Commission, Company shall distribute Rs. 30 for each 100 Sales Value (S.V.) on monthly basis **(only on Repurchase S.V.)**.

## Example :



= 1 Leader Bonus Point

Estimated value of  
1 Leader Bonus Point is Rs. 300/-

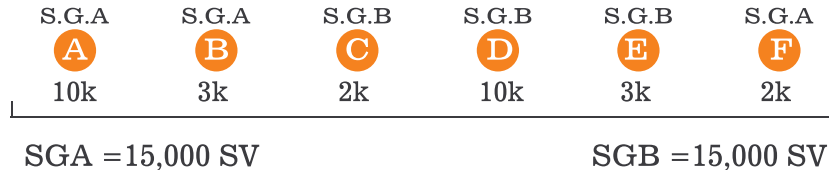
- Suppose, In Sale Group A (S.G.A) total repurchase S.V. is 1 Lac & in Sales Group B (S.G.B) total repurchase S.V. in 1 Lac.
- You have 40 L.B. Point.
- 1 L.B. Point Value is estimated Rs. 300/-.
- Your Sales Leadership Bonus is -  $40 \times 300 = 12,000/-$
- No S.V. carry forward, **Maximum Rs. 5 Lac.** from S.L.B. in a particular month.

# SALES COMMISSION FOR STAR (15%)

## Who Will Qualify?

- Qualifying for the Sales Commission for Star, Achieved sales business of 15,000 SV (Including repurchase) in both Sale Group 'A' & 'B' in a particular month.
- **15% of total S.V. turnover of company** will be equally distributed among all Qualifier as a Sales commission for Star.
- If any Direct Seller achieved the target of Sales Commission for Traveling and above, he will not get the benefit of Sales Commission for Star.

### Example :



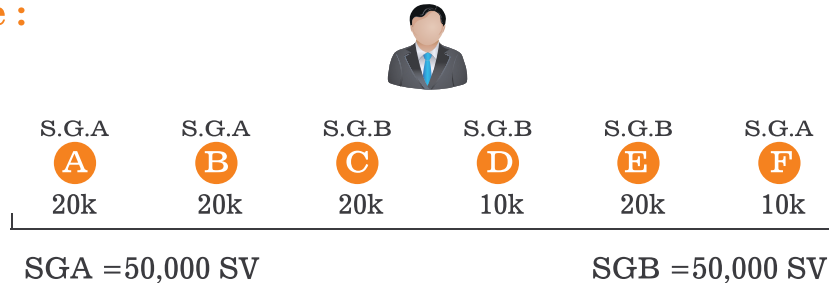
- Suppose, Company total turnover in a particular month = 1 Crore SV
- 15% (Sales commission for Star) of 1Crore SV = 15 Lakh
- No. of approx achiever (Sales business 15,000 SV in A and B Sale Group) = 315
- Equally Distributed among all achievers =  $15,00,000 / 315 = 4,700/-$  (Approx)

# SALES COMMISSION FOR TRAVELING (9%)

## Who Will Qualify?

- Qualifying for the Sales Commission for Traveling, Achieved sales business of 50,000 SV in both Sale Group 'A' & 'B' in a particular month.
- **9% of total S.V. turnover of company** will be equally distributed among all Qualifier as a Sales commission for traveling.

### Example :



- Suppose, Company total SV turnover in a particular month = 1Crore SV
- 9% (Sales commission for traveling) of 1Crore SV = 9 Lakh
- No. of approx achiever (Sales business 50,000 SV in A and B Sale Group) = 90
- Equally Distributed among all achievers =  $9,00,000 / 90 = 10,000/-$  (Approx)

# SALES COMMISSION FOR BIKE (9%)

## Who Will Qualify?

- Qualifying for the Sales commission for bike, Achieved sales business of 1,00,000 SV in both Sale Group 'A' & 'B' in a particular month and also 1000 SV repurchase in self code.
- 9% of total S.V. turnover of company** will be equally distributed among all Qualifier as a Sales commission for bike.

### Example :



S.G.A	S.G.A	S.G.B	S.G.B	S.G.B	S.G.A
<b>A</b>	<b>B</b>	<b>C</b>	<b>D</b>	<b>E</b>	<b>F</b>
50k	30k	20k	50k	30k	20k
SGA = 1,00,000 SV			SGB = 1,00,000 SV		

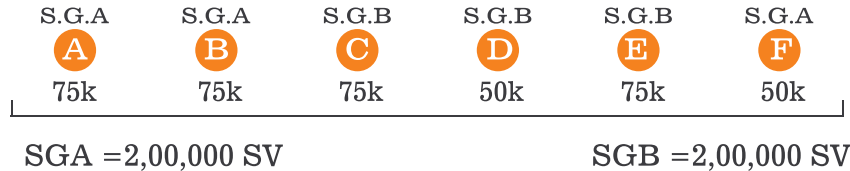
- Suppose, Company total SV turnover in a particular month = 1Crore SV
- 9% (Sales commission for bike) of 1Crore SV = 9 Lakh
- No. of approx achiever (Sales business 1,00,000 SV in A and B Sale Group) = 45
- Equally Distributed among all achievers = 9,00,000 / 45 = **20,000/-** (Approx)

# SALES COMMISSION FOR CAR (5%)

## Who Will Qualify?

- Qualifying for the Sales commission for car, Achieved sales business of 2,00,000 SV in both Sale Group 'A' & 'B' in a particular month and also 1000 SV repurchase in self code.
- **5% of total S.V. turnover of company** will be equally distributed among all Qualifier as a Sales commission for bike.

### Example :



- Suppose, Company total SV turnover in a particular month = 1Crore SV
- 5% (Sales commission for car) of 1Crore SV = 5 Lakh
- No. of approx achiever (Sales business 2,00,000 SV in A and B Sale Group) = 17
- Equally Distributed among all achievers =  $5,00,000 / 17 = 29,400/-$  (Approx)

# SALES COMMISSION FOR HOUSE (7%)

## Who Will Qualify?

- Qualifying for the Sales commission for House, Continuously maintain 3 month regular Sales Commission for Car & achieved Sales business of 2,00,000 SV (2 Active Points) in both Sale Group 'A' & 'B' in a particular month and also 1000 SV repurchase in self code.
- **7% of total S.V. turnover of company** will be distributed among all Qualifier as per their Active Points.
- 1 Active Point = 1,00,000 SV: 1,00,000 SV in both Sale Group 'A' & 'B' in a particular month.
- 2 Active Point = 2,00,000 SV: 2,00,000 SV in both Sale Group 'A' & 'B' in a particular month. (Point will be calculated in multiple of 1,00,000 SV each group)

## Example :



S.G.A	S.G.A	S.G.B	S.G.B	S.G.B	S.G.A
<b>A</b>	<b>B</b>	<b>C</b>	<b>D</b>	<b>E</b>	<b>F</b>
75k	75k	75k	50k	75k	50k

SGA = 2,00,000 SV

SGB = 2,00,000 SV

- Suppose, Company total SV turnover in a particular month = 1Crore SV
- 7% (Sales commission for house) of 1Crore SV = 7 Lakh
- No. of Active Point = 50
- 1 Active Point value is ₹14,000
- You have 4 Active Points = ₹14,000 x 4 = **₹56,000** (Sales Commission for House)



## STORE / DD POINT (10% of DP)



Store will be open with the  
product of **2,00,000/- (5% on DP)**  
**(2 Lac. Stock should be Maintained)**

DD will be open with the  
product of **5,00,000/- (10% on DP)**  
**(5 Lac. Stock should be Maintained)**



## DAILY NEED MARKETING & RETAIL PVT. LTD.

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