



MARKETING PLAN

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ABOUT OUR COMPANY

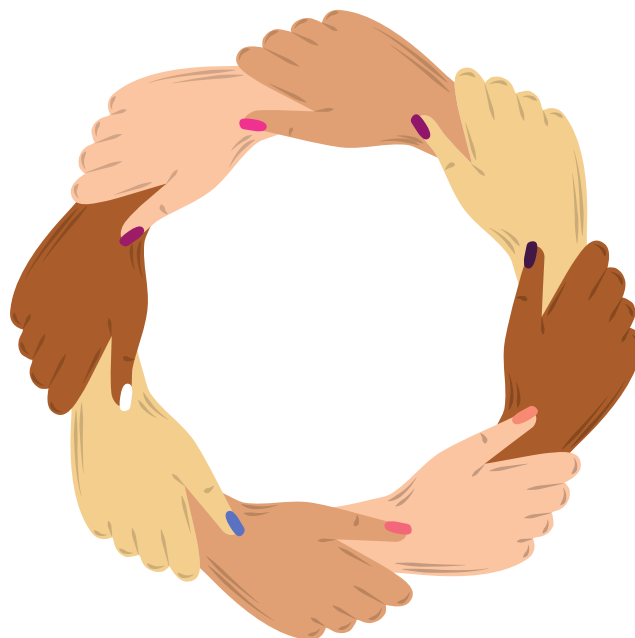
INTRODUCTION

Phoenix Naturals was established in 2020 in Pretoria South Africa to develop vegan, cruelty-free beauty products. We come from humble beginnings where we only stocked our products in our salon to growing our products into a network marketing business that empowers females to take charge of their money and start a side-hustle that may transform into their full time business.

We manufacture and distribute responsibly sourced Selfcare beauty essentials. We have a female-run production unit where we manufacture satin beauty must-haves. At Phoenix Naturals female empowerment is at the core of business. We sell Responsible Selfcare and Side-Hustles in the form of Business in A Box.

We love seeing the feminine glow and grow. Welcome to the team where we make money whilst growing our hair and minding our business.

Look forward to lots of growth (which may be uncomfortable-but totally worth it, I promise.) Rome wasn't built within a day and your side-hustle/business will not either. Remember, Consistency is key. Power lies in showing up for your business everyday.



OUR TEAM MATE

TEAM WORK MAKES THE DREAM WORK

Financial freedom starts with a journey of financial literacy, discipline and consistency.

Phoenix Naturals is founded on the principle of being unstoppable, goal-driven and trusting oneself - more specifically in becoming financially free.

I read a book "Rich Dad, Poor Dad" by Robert Kiyosaki and that changed my whole perspective on life, finances and most importantly - TIME. I took on a side-hustle of selling products that I could find cheaper to my network of people. I fell in love with the freedom extra money brings. My side-hustle grew (with time and the right attention) into my full-time business. Now my time belongs to me and my family. I now have the tools to create a life I don't need a holiday from. I am passionate about personal and financial development and look forward to walking with you on this new journey.

We created the FLY @Phoenix programme. (Financially Liberate Yourself) Now you too can level up your money with a side-hustle from the comfort of home.



TEAM MATE



**URSELA
APPIAH**

CEO OF COMPANY



@urselathephoenix



3 WAYS TO EARN

1. Commission on sales

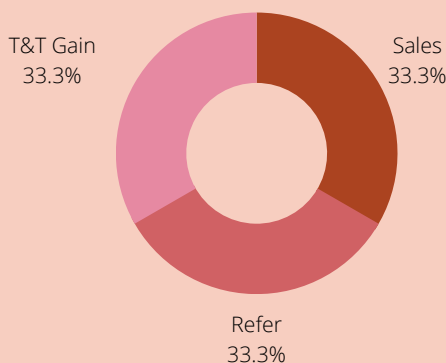
Resellers earn commission from 10% - 55% per sale depending on their team and level in the marketing plan explained on the next page.

2. Referral fee on joins

Once you have settled well into your new side hustle, you will be rewarded for introducing a friend to this amazing opportunity to make a side-income. A referral fee of R200.00 will be paid to you when your referral completes his/her first order.

3. Travel & Train Gains

When you reach The Phoenix Circle on the marketing plan, you travel with our CEO to International Holiday destinations occasionally where we mix business with pleasure.



PRIORITY

All earning opportunities brings growth and should be treated as priority. Sales grows your finances. Referring feeds your soul through helping others. Traveling enriches your mind. We receive mind blowing training from our training partners on our trips and return home fresh.

MARKETING PLAN

There are 4 teams on your FLY-journey. We have 8 goals to smash before you reach The Phoenix Circle where you've reached the ultimate goal of being financially free and owning your time. Every team has a benefit which all team members have access to, to assist them smash goals efficiently. Volume Points (VP) and Sales Value in Rands (SVR) are equal to each other.

Team Alpha

Team Alpha is your beginner team where you ease into your new role as a Phoenix-Reseller and team. Team Alpha provides tools and support to smash Goals 1,2 and 3.

Goal 1

- 10% commissions on all sales
- Goal 1 is smashed once you reach 1000 VP or R1000 in sales.

Goal 2

- **15%** commissions on all sales
- Goal 2 is smashed once you reach 2000 VP.

Goal 3

- 20% commissions on all sales
- Level 3 is completed once you reach 3000 VP.

Team Beta

Team Beta helps with Goal 4,5 and 6. All team members are welcomed with a special gift from our CEO. You may now refer the FLY-programme to friends. All friends that you refer form part of your Support Team (ST) and their VP from their sales will automatically add to your VP. You may have up to 5 members on your ST while in Team Beta to help you smash goals like a pro.

Goal 4

- 25 % sales commission
- Goal 4 is smashed when 6000 VP reached.

Goal 5

- 30% sales commission
- Goal 5 is smashed when 9000 VP reached.

Goal 6

- 35% sales commission
- Goal 6 is smashed when 12 000 VP reached.

Team Ceta

Team Ceta assists with Goal 7 and 8. While in Team Ceta refer up to 10 friends to form part of your Support Team (ST). PLUS the benefit of attending team building events where extensive training of personal, business and financial development will be hosted in your area. At these events you get to meet powerhouses (like yourself) and develop yourself in a positive environment. Team building events are hosted once a year in a city close to you.

Goal 7

- 40% sales commission
- Goal 7 is smashed once 50 000 VP reached,

Goal 8

- 45% sales commission
- Goal 8 is smashed once 100 000 VP reached.

THE PHOENIX CIRCLE

Once you have reached 100 000 VP you now elevate and FLY-higher in The Phoenix Circle. Members of The Phoenix Circle have the following benefits:



45% -55% sales commission



Up to 28 Support Team members



Benefit of travelling with our CEO to resorts where we mix business with pleasure. Our first vacation is to Mauritius in 2024.



Access to Local Team Building events held once a year in a city close to you.

In the Phoenix Circle the Goal is to open your own store / stock office in your area. A new Marketing Plan will be released to qualify Business Partners. Indicating the benefits and events on the road to becoming a Millionaire.

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