

# Multi-level marketing assignment

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BUSTER**

Oriflame is a cosmetics company that sells high-quality natural skin care and cosmetics products through Home Beauty Demonstrations or Catalogues-Direct sales allow customers to get advice and inspiration from people they know and trust. Buying direct is reliable and convenient. Being an Oriflame Sales Consultant means unlimited income and career opportunities, personal development and a sense of belonging to a friendly global community. Oriflame as a company is characterized by a can-do spirit, a decentralized management and a young and entrepreneurial atmosphere.

Oriflame Cosmetics Oriflame Cosmetics is one of the world's fastest growing cosmetics companies, selling high-quality natural skincare and cosmetics products through an independent sales force outside the traditional retail environment. Oriflame Cosmetics has a presence in 59 countries and is one of the market leaders in over 30 countries. A direct sales force of 2.2 million independent sales consultants markets a complete range of high-quality skincare products, fragrances, and cosmetics. Marketing of Oriflame Oriflame is one of the most rapidly growing direct selling beauty company.

They currently operate in 61 countries although their offices are distributed all around in the world in places like Republic, Poland, Sweden, Russia and Thailand. When you become an Oriflame Consultant you'll get direct access to lots of support material that will assist you in getting your new business off the ground. The company provides total support every step of the way with great training, updated catalogues and the latest beauty trend information. You will also have access to sales support tools so you can view your sales commissions, your down line and things like that.

They also have an Oriflame University that will give you advanced network marketing training and in-depth product information. Also every 3 weeks the company distributes their own newsletter that will tell you about new internal product launches, local events and recognition of people in your area that have made it to Director or higher. The company also offers an internal support structure and will wire you into their entire network of Consultants who educate, train and motivate each other.

Oriflame is a direct selling company who cuts out all the middlemen and passes on this Opportunity to Independent Distributors. The company saves a bundle of money this way because they've shortened their distribution chain. Consumer behavior: involves the psychological processes that consumers go through in recognizing needs, finding ways to solve these needs, making purchase decisions (e. g. , whether or not to purchase a product and, if so, which brand and where), interpret information, make plans, and implement these plans (e. g. by engaging in comparison shopping or actually purchasing a product) Attitudes: Consumer attitudes are a composite of a consumer's (1) beliefs about, (2) feelings about, (3) and behavioral intentions toward some " object" within the context of marketing, usually a brand, product category, or retail store. These components are viewed together since they are highly interdependent and together represent forces that influence how the consumer will react to the object. Beliefs: The first component is beliefs. A consumer may hold both positive beliefs toward an object (e. . , coffee tastes good) as well as negative beliefs (e. g. , coffee is easily spilled and stains papers). In addition, some beliefs may be neutral (coffee is black), and some may differ in valence depending on the person

or the situation (e. g. , coffee is hot and stimulates—good on a cold morning, but not well on a hot summer evening when one wants to sleep). Note also that the beliefs that consumers hold need not be accurate (e. g. , that pork contains little fat), and some beliefs may, upon closer examination, be contradictory.

**Affect:** Consumers also hold certain feelings toward brands or other objects. Sometimes these feelings are based on the beliefs (e. g. , a person feels nauseated when thinking about a hamburger because of the tremendous amount of fat it contains), but there may also be feelings which are relatively independent of beliefs. For example, an extreme environmentalist may believe that cutting down trees is morally wrong, but may have positive affect toward Christmas trees because he or she unconsciously associates these trees with the experience that he or she had at Christmas as a child.

**Changing behavior:** People like to believe that their behavior is rational; thus, once they use the products, chances are that they will continue unless someone is able to get them to switch. One way to get people to switch to our brand is to use temporary price discounts and coupons; however, when consumers buy a product on deal, they may justify the purchase based on that deal (i. e. , the low price) and may then switch to other brands on deal later. A better way to get people to switch to our brand is to at least temporarily obtain better shelf space so that the product is more convenient.

Consumers are less likely to use this availability as a rationale for their purchase and may continue to buy the product even when the product is less conveniently located. **Changing beliefs:** Although attempting to change

beliefs is the obvious way to attempt attitude change, particularly when consumers hold unfavorable or inaccurate ones, this is often difficult to achieve because consumers tend to resist. Several approaches to belief change exist. Changing affect: One approach is to try to change affect, which may or may not involve getting consumers to change their beliefs.