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**ECONOMIC PROSPECTS OF FOREVER LIVING PRODUCTS  
DISTRIBUTORSHIP**

**T H E S I S**

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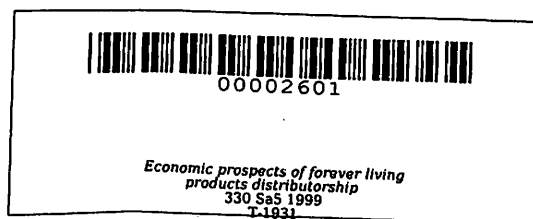
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## **ABSTRACT**

**SALAZAR, RAFAEL DIMARANAN, "Economic Prospects of Forever Living Products Distributorship", B.S., Thesis, Bachelor of Science in Business Management major in Economics, Cavite State University, Indang, Cavite, April 1999. Adviser: Dr. Luzviminda A. Rodrin.**

A study was conducted to determine the socio-economic characteristic of the respondent; determine the factors that influence them to do business with Forever Living Products; determine the strategy they used to achieve FLP highest positions; and determine the average income of the respondent at every level of the distributorship. Two hundred respondents were used as respondents in the study.

The average age of the respondents was 30 years old. Forty six percent were male while 54 percent were female. Fifty-one percent were still single, 48 percent were married and one percent were widow/widower. The number of dependents of the respondents ranged from zero to eight with an average of two dependents.

Fifty-one percent of the respondents pursued college studies. The average number of months in the business was ten. The monthly income of respondents at every position were as follows: Assistant Supervisor with P4,600, Supervisor, P5,200, Assistant Manager, P10,700 and Manager, P11,300.

There were three major factors that influenced the respondents to do business with FLP. The first was potential financial freedom; second was the company's marketing plan; and third was its excellent products.

The best strategy used by the respondents in achieving FLP highest position was having a good learning attitude.

The respondents mentioned four common problems encountered in doing this business. Of these, rejection by the prospective clients was considered by the respondents to be their major problem.

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# **ECONOMIC PROSPECTS OF FOREVER LIVING PRODUCTS DISTRIBUTORSHIP 1**

**Rafael Dimaranan Salazar**

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## **INTRODUCTION**

Today the country is facing a crisis brought about by the El Niño phenomenon. The country is endangered not only because of this phenomenon but also of the continuous rise in the crime rate that resulted in a wait-and-see attitude of foreign investors. The situation triggers an increase in the inflation rate resulting in the devaluation of the Philippine peso. At present, employed persons are not satisfied with their salary to meet their basic needs. As a result, some of them tried to resort to part-time jobs to sustain their needs.

Most Filipino who have skills, experiences and capital in putting up a business are afraid to do so because of risk. This is a factor that blocks the ideas and creative thinking of most businessmen of today. Some other factors that hinder opening up of business