



Post-Covid Business Opportunities

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Present Scenario

- Most businesses suffered heavy loss due to frequent lockdowns.
- Many firms, some that have created success history of 60-70 years, shut down due to poor sales of thier products. Eg: Travel Bags, Suitcases, Backpacks etc.
[Read report on lockout of Witco](#)
[Read survey report](#)
- Many companies in the Travel & Tourism stopped salaries to employees due to revenue loss.

It's High Time to Decide on our Future Course of Action

- Unlearn the Obsolete
- Learn new Techniques
- We need to take a decision now.
- We should take advantage of every adverse situation.
- There will be an opportunity hidden in every adversity.
- Whether to avail the opportunities available and create a second income or remain as a defeated person cursing the situations and complaining about the system and the cruelty of nature is purely a matter of choice.
- In other words, your future is your choice!



How to Cope up With the Situation?

- Accept the inevitable
- Try to make changes only where it's possible. Certain situations are inevitable. Accept those as they are
- We need to adapt to the situation to survive
- There is a need to modify our thought pattern
- There is a need to modify our approach
- Attitude is Everything

**Attitude is
Everything**

**Life is 10% what happens to
you and 90% how you react
to it.**

Charles R. Swindoll

**WHO YOU ARE IS
LIMITED ONLY BY WHO
YOU THINK YOU ARE**

NORMANDI ELLIS

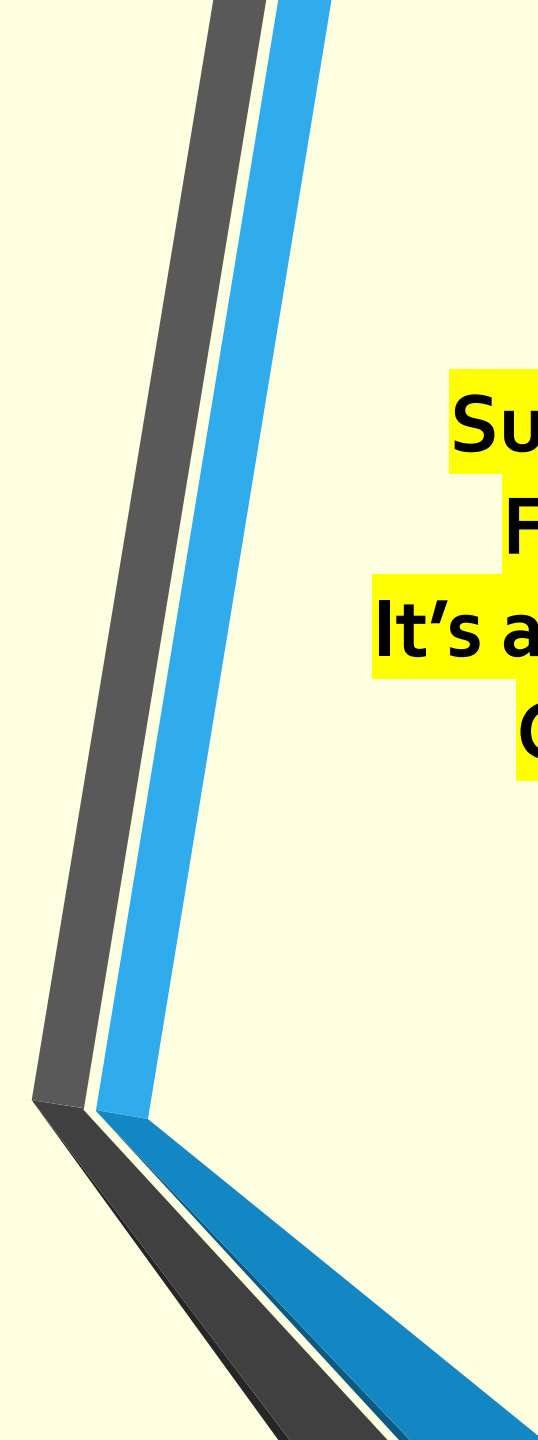
"What you think,
you become.

What you feel,
you attract.

What you imagine,
you create"

-Buddha

**"All our dreams can
come true if we
have the courage to
pursue them." --
Walt Disney**



**Success or
Failure!
It's a Matter of
Choice**

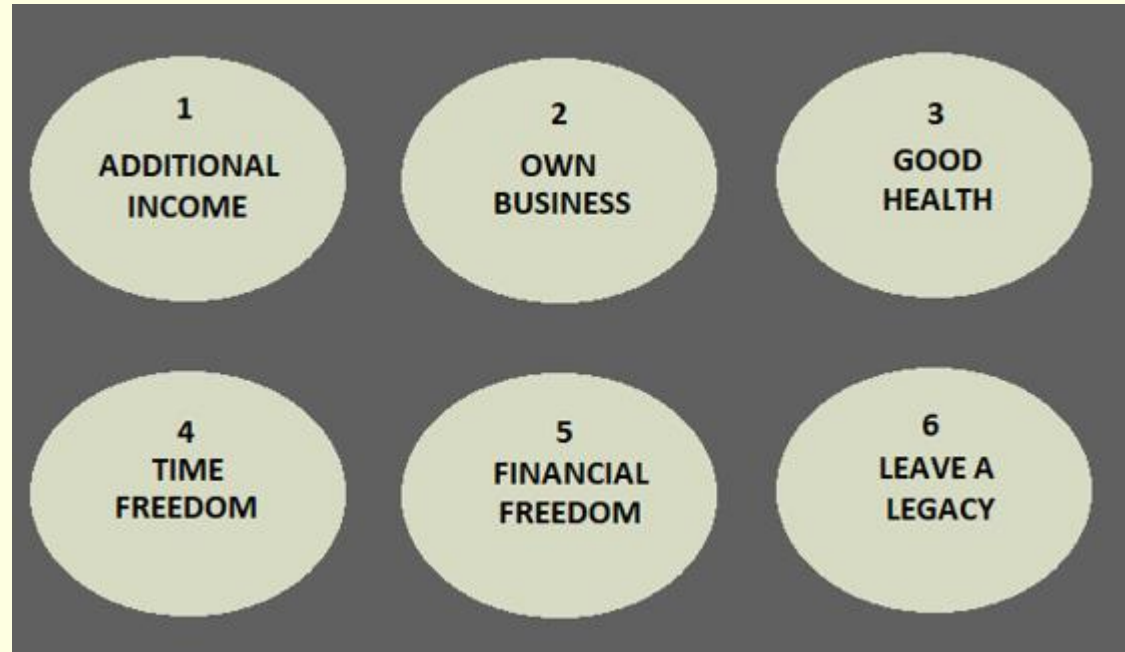
- When your dreams come true, you are successful
- Yes, it is our choice to be successful or unsuccessful
- It's our choice to be happy or unhappy
- It's our choice whether to (1) tell our children that in 2019 Corona-19 came and shattered all our dreams and hopes and we are destined to live desperate lives on this earth like most LOSERS do or (2) we can raise up and avail the opportunities available to us and go on as WINNERS
- Losers always complain that there are no opportunities! Unemployment is at its peak! Governments do not create jobs!
- Stop complaining and look around. See how many opportunities are open in front of us!

**Success will not
come to us by its
own. We have to
head towards
Success!**



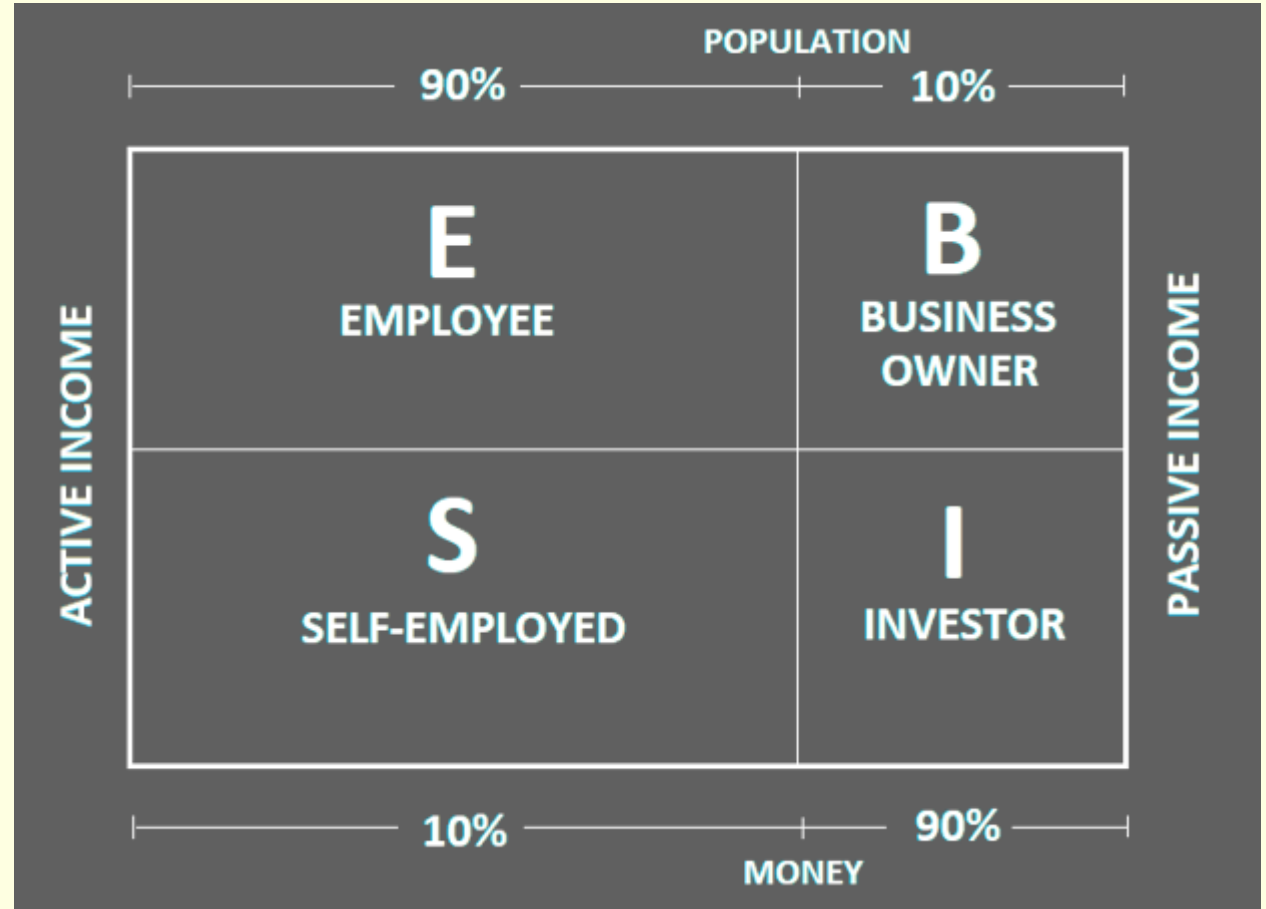
What is Success?

1. Additional Income
2. Own Business
3. Good Health
4. Time Freedom
5. Financial Freedom
6. Leave a Legacy



Which Category You Belong To?

Robert Kiyosaki, renowned author of **Rich Dad Poor Dad** and numerous other books, developed the **Cashflow Quadrant** concept. Kiyosaki's Cashflow Quadrant is sometimes referred to as "**The ESBI.**"



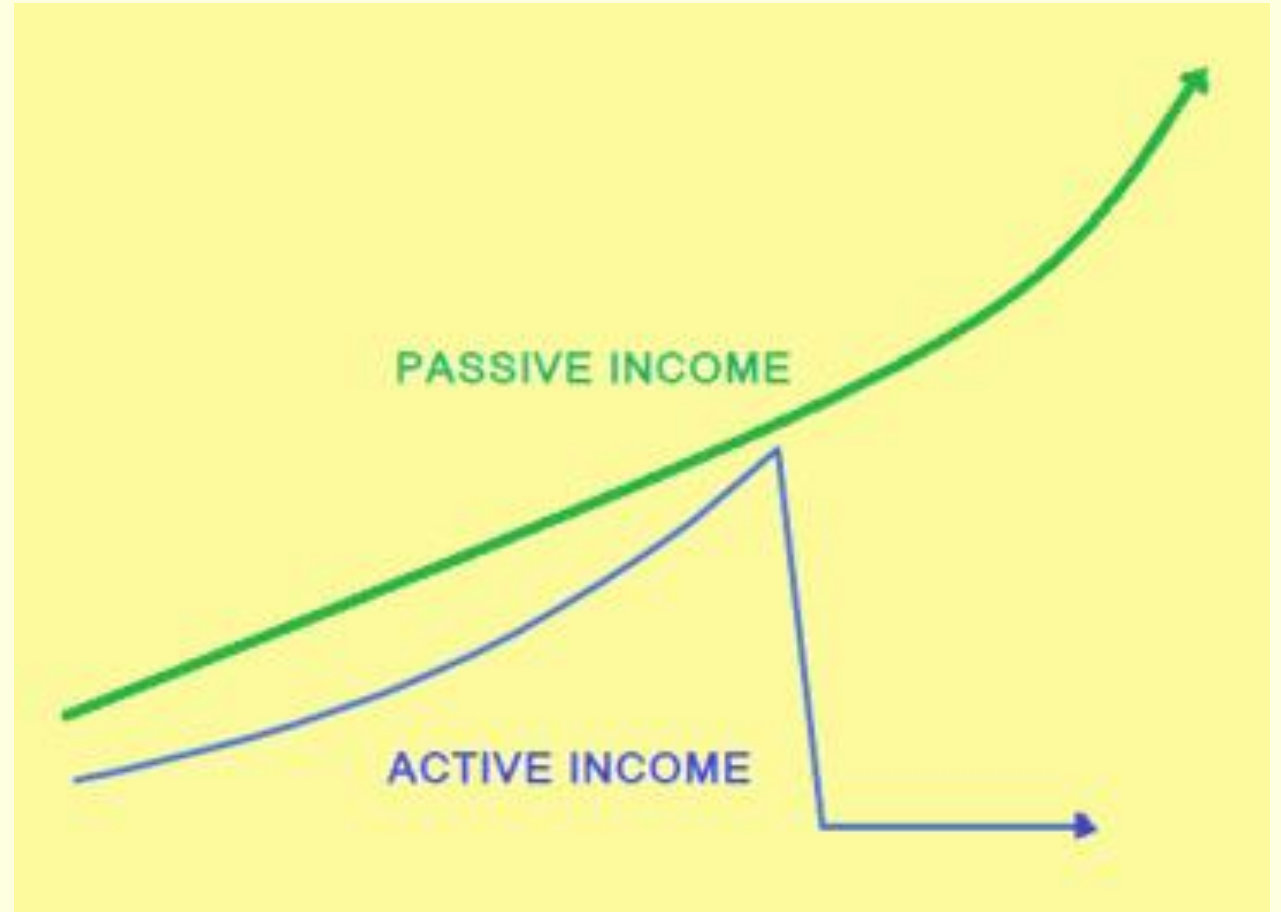
Active Vs Passive Income

When it's about the money or wealth, 90% of the population comprising of Employee/Self Employee hold only 10% of wealth while remaining 90% of wealth or money are in the possession of the 10% of population falling in the categories Business Owner or Investor.

| | Active Income | Passive Income |
|-----------------|-----------------------------|---|
| Income | Salary/Wage for Work | Owens a System/Investment |
| People | Employee/Self-Employed | Business Owners/Investors |
| Time/Efforts | No Time-No Salary/No Income | Time Not Important. Income in persons' Absence. Open Minded . Immediately Adapt to Changes. Take Calculated Risks |
| Population | 90% | 10% |
| Money/Resources | 10% | 90% |

Passive Income Leaves a Legacy

For Active Income category, income starts when they start their work and ends with the end of employment. But the Passive income category continues to increase their income and even leave a legacy for family members.





Get Into Passive Income Category

- So, the only way out is to get into the Passive Income category.
- Unfortunately, history records no case of any employee becoming a Millionaire anywhere in the world at any time in the past.
- If an employee ever became a Millionaire, it is certainly from a second income he generated due to some wise move he made at some point of time in his past.

I must become a Business Owner

- Now the question is whether you want to remain in the Active Income category forever or are you looking for an opportunity for starting a Passive Income?
- We know that in order to make a Passive Income you must be a real Businessman; not an employee or self employee.
- Then which Business to get into? What Are the opportunities available? What about the huge investment to start a business? How to tackle the enormous risks involved? Well, we shall try to find answers for all these questions in the slides that follows.

**Right Business in the
Right Time with
Right Kind of People**

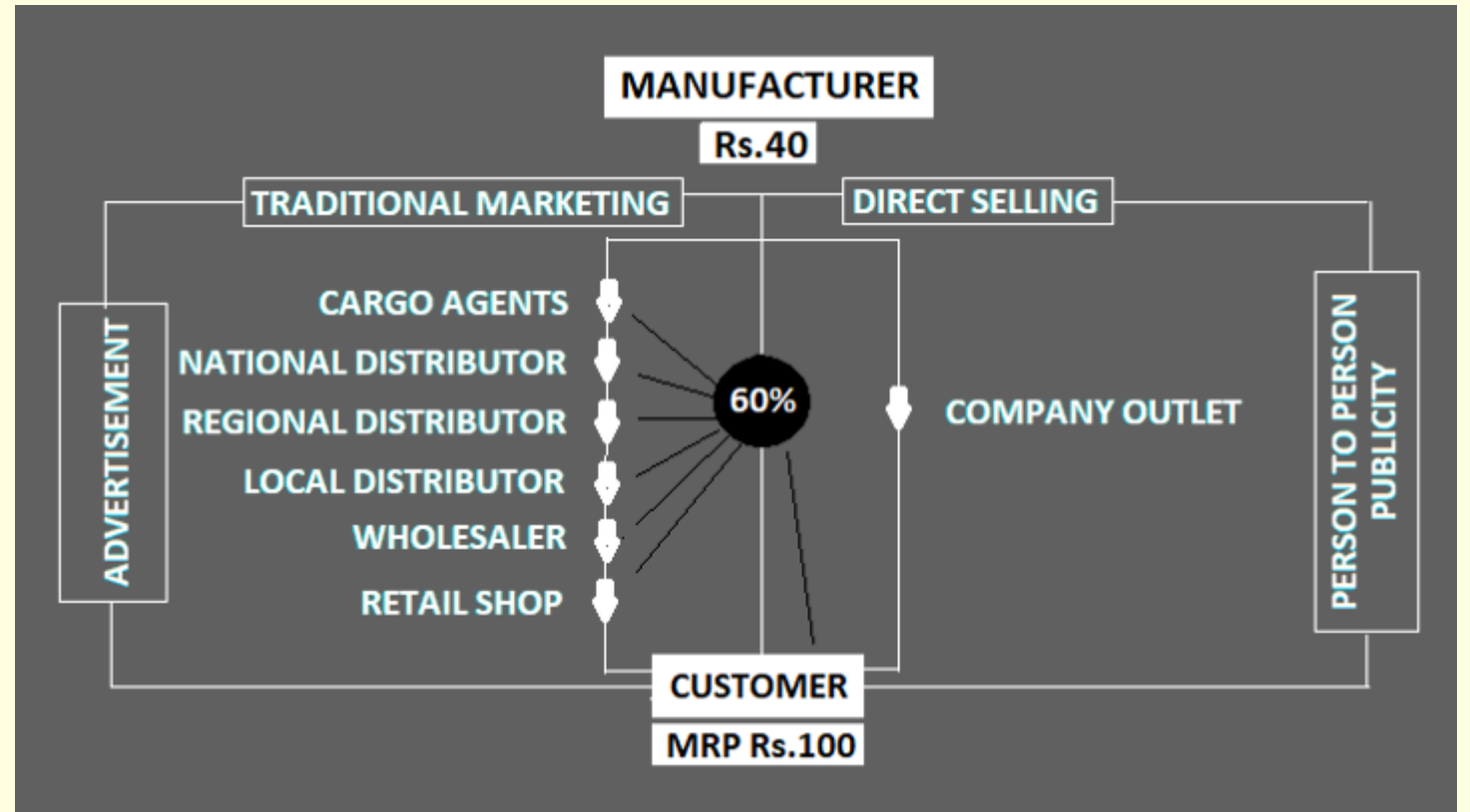




Which Business is Fast Growing Business now?

1. **Wellness** – Mineral Water, Water Purifier, Air Purifier, Supplements, Fitness Equipment
2. **eCommerce** – eCommerce sites like Amazon and Flipkart have become a business challenge to conventional business giants.
3. **Direct Selling** – Another model of distribution. Products are marketed directly by the manufacturing company. A flourishing business of the time.

Concept of Direct Selling



Direct selling Turnover Around the World

India is a sleeping giant!
A joint survey conducted by govt. of India,
KPMG and FICCI revealed that Indian DS Market
will achieve 64,500 Cr by 2025

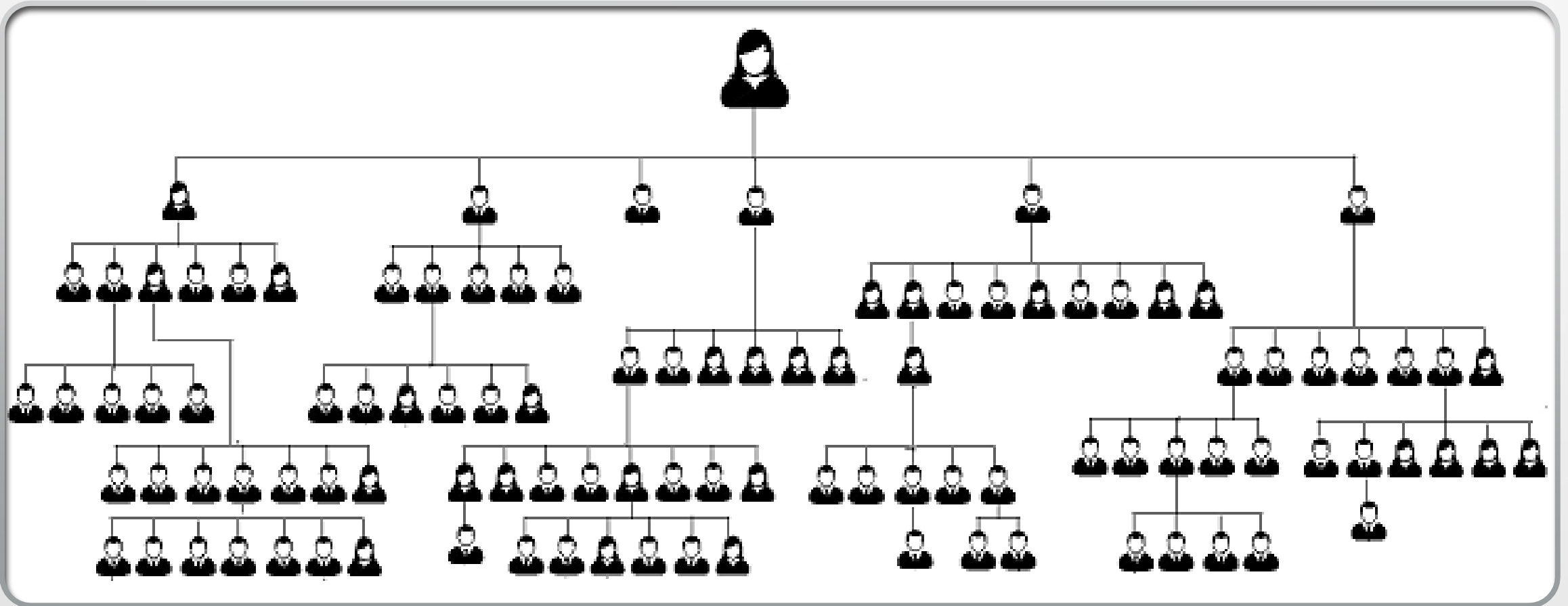
[Read Report](#)

| COUNTRY | POPULATION (Cr) | TURN OVER (Cr. RS.) |
|----------|--------------------|------------------------|
| USA | 32 | 2,12,550 |
| CHINA | 140 | 1,77,450 |
| JAPAN | 12 | 1,16,350 |
| S.KOREA | 5 | 94,250 |
| BRASIL | 20 | 92,300 |
| GERMANY | 8 | 55,250 |
| MEXICO | 12 | 52,260 |
| FRANCE | 6 | 34,450 |
| MALAYSIA | 3 | 30,550 |
| INDIA | 132 | 13,000 |

How Direct Selling Happens?

- In the beginning Representatives or Marketing Executives used to come to our homes with products from manufacturers
- Remember, items were very cheap because if the same item we purchased from retail shops ended up with a 60% loading on manufacture cost
- The trend now in Direct Selling is Network Marketing
- All modern technological advancements such as Social Media, eCommerce websites, Apps etc. are used as techniques for Direct Selling and Network Marketing
- In 2016, Govt of India modified Consumer Protection Act and formulated guidelines to control Direct selling
- All Indian states were directed to form direct Selling Monitoring Authorities to monitor and control DS activities

A Typical Network of Direct Selling



How to Choose a Genuine Direct Selling Company

Because of the potential opportunities in Direct Selling, many companies are mushrooming up every day. However, all that glitters are not gold

- **Company Profile and Management-** What is the background, own manufacturing plant, management

Vision & Mission- should be people oriented

Quality of Products and Services- Are the items useful?

Momentum and Growth Most companies perished in 5-6 years. (So, a company sustained for a long period of time should be selected. Additionally, the track record of the company in the path of growth should also be considered)

Best Support and Training System we should ensure that the company has an established training system in place.)

Timely Payout (Most important)



Recap

- We need to change our attitude as ATTITUDE is everything
- Trying to change circumstances is a wasteful exercise
- Instead, we should change the way we think and see things around
- Most growing businesses at present are of Wellness/eCommerce/Direct Selling segments
- There are some measurable parameters that can be used to find out a good Direct Selling company to work with



Way Forward

- After all, the secret of success is to be in the Right Business at the Right Time with the Right Kind of People.
- Having studied the Right Businesses for the present time, I have researched on the Best Direct Selling companies and various options available
- Detailed plans will be presented in the Webinar
- Respond to +918891052375 to get your invitation and link for next Webinar



Thank You...

Respond to +918891052375 to get your invitation and link for next Webinar