

Friday, September 24, 2004 - Web posted at 9:56:28 GMT

## **In Defence Of Amway**

**THE letter from Scam Detective, dated Friday, September 17, 2004 in your newspaper highlights some inaccurate information about Amway South Africa.**

We would like to apologise upfront to the writer if he/she was in any way misled about Amway and our way of operating.

Amway is a world leader in direct selling and has been operating for more than 45 years in 80 countries and territories worldwide.

Amway has also pioneered the concept of multi-level marketing, which is the largest and fastest growing segment of direct selling worldwide.

Amway helps people achieve their own goals through a low-risk investment of N\$1100, which is supported by more than 450 high quality products.

The superior value and high quality of the Amway product line have earned the trust of distributors and their customers around the world.

Amway stands behind these products! The Amway Customer Satisfaction Guarantee is a customer's assurance of full value on the purchase of virtually every Amway product.

Amway SA was established in 1997 and expanded operations to Namibia in 2001.

We are an active member of the Direct Selling Association of South Africa and we are committed to consumer protection and responsible business practices here as well as in Namibia.

To this end we recently signed up as a member of the Ethic Institute of SA, which promotes and advances ethical practices in local businesses.

We have liaised with the independent business owner (IBO) who ran the presentation in Walvis Bay, on September 13, and would like to underscore the fact raised in his presentation.

Income through Amway is only generated through the sale of our quality products and not through the recruiting of new IBOs.

Our business leaders are successful managers of large businesses - it is their job to train and motivate their sales force.

Books, tapes and meetings can therefore be effective training and motivation tools in building a business.

Amway meetings are full of energy, enthusiasm and excitement - just like most sales meetings - because this is proven way to motivate people to sell Amway products.

If any of your readers have queries about Amway in Namibia, please feel free to visit our website at [www.amway.co.za](http://www.amway.co.za) or call us on our toll-free number on 0800203772.

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