

Dear OPA Members:

In response to requests from many of you for a simple Business Plan that you can show to new people and also use as a reference for yourself, we are happy to provide our new one-page Business Plan.

Under Pricing Profits in the lower left corner, you will see that we say that the MN-SN Profit on sales by Business Leaders to Members is 27.5%. That is true of all Products except for AirSource, where it is higher (e.g., AirSource 3000 has SN of 409, MN of 599, and the 190 difference is 46.5%). We used to say that the MN-SN profit was 26%, but that understated the actual situation, which for all products other than AirSource is as follows:

SN 100
DN 110
MN 127.5
SRP 150

These ratios apply even for the two categories of products (other than AirSource) whose PV is less than SN, i.e., Household Products (where PV is 65% of SN) and Functional Foods (where PV is 90% of SN).

We continue to suggest that Business Leaders give 16% of their SN cost to Members who do more than 500 PV per month, rather than the actual MN-DN difference of 17.5%, and that is why the Pricing Profits for Members and Associates is shown as 16%.

The additional 22.5 profit on sales at SRP is 17.6% of the Member's MN cost of 127.5, and 22.5% of the Director's SN cost of 100, and that is why we say "17+% Additional Profit If Sold At Retail Price".

On the right side of the page, we say that Business Leaders "Earn 43.5% to 61.5% on your Personal Group + Retail Profits". Those percentage figures are the sum of the applicable (16% to 34%) Personal Bonus and the 27.5% Pricing Profit.

Please let us know if you have any comments or suggestions on this new one-page Business Plan, and otherwise use it with great results!

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