

CHAPTER 5

RESEARCH CONCLUSION AND RECOMMENDATIONS

Today, Amway has more than 3 million distributors in more than 100 countries and regions worldwide. Amway corporation, based in Ada city, covers 280,000 square meters. According to Forbes magazine in 2016, Amway is number 29 in the largest private corporation in the United States.

Amway now operates in more than 100 countries and regions in Europe, Asia and Africa.

This article through to analyze macro environment of Amway (China) company direct selling industry in our country, the 4p marketing theory analysis of Amway (China) the company's marketing strategy, Five forces competition model analysis of Amway (China) company market competition status, the SWOT analysis of advantages and disadvantages of Amway direct selling model, to this, in combination with China's national conditions, the following conclusions and suggestions:

(A) The marketing model of Amway (China) is a new type of direct selling model, which direct sales staff sells products directly to consumers, through stores, distribution, and other ways to sell products. This is a trend for the direct-selling industry.

With the further standardization of China's direct selling market, the change of direct selling model is oriented to supply, which satisfies the demand of the market and adapts to the development of the times. China's huge consumer group is the basic driving force for the development of the direct selling industry, the adjustment of economic structure in China is constantly deepened, and the operation of the direct selling area is gradually relaxed, so the overall growth speed of the direct selling industry in the future will be increased, and the development prospect is optimistic. It is necessary to keep up with the development of the market economy and constantly improve the direct selling model. In the context of China's rapid economic development, it is inevitable to drive people's consumption and solve the employment problem.

(B) In recent years, with the increasingly fierce competition in employment, the advantages of low investment and low risk of direct selling model appear in the case of difficult employment. At the same time, it is also beneficial for that part-time generation of many on-the-job employee. Amway is the real leader of China's direct-selling industry, and is the first choice for potential marketers to join the direct selling industry. Amway (China) mainly focuses on health care products, however, due to the diversity of the health market and the uneven product quality, the consumers have a strong influence on the customer's affection on these products. In addition, compared with other brands in the same industry, Amway is significantly higher in price, which will be impacted by low price and may lose some customers. More important is the early stage of the direct selling industry has been affected by illegal pyramid selling, a lot of consumer's attitude to Amway doubts and skepticism. Therefore, the development of Amway (China) company is both an opportunity and a threat. So, at the same time in the direct selling market increasingly competitive, not only to stick to inherent characteristics of direct sales model, more should be the integration of advanced management methods, the construction of the diversification of channels, improvement and innovation of marketing channels, the direct selling model into the mainstream.

(C) The large direct selling team of Amway has been the main driving force for its rapid development, but the low quality of the direct selling team is not conducive to the long-term development of the company. During the company's transformation and operation, the management, supervision and training of the direct sellers shall be strengthened, and the quality of the personnel shall be improved, and the culture and education shall be cultivated for the professional staff to guide the direct selling of the culture, so that the performance cannot be pursued solely; it is necessary to build a perfect training system, launch a new system of direct selling personnel, and improve the professional quality of direct selling personnel, so as to provide considerate and meticulous services to consumers. To continually improve management capability, raise management level and enhance operating efficiency. New incentives should also be added to keep direct sellers loyal to the company.

(D) Through analyzing the direct selling model of the Amway (China) company, we have realized that the Amway company is a reference place for many direct selling marketing companies, both in the experience of direct selling, the research and development capability of the product, the logistics management ability and the social responsibility performance. This is why the direct selling model of the Amway (China) company can be successfully used.

In conclusion, the company has many development opportunities in China, while

at the same time faced many challenges. Only constant innovation can keep the development of enterprises.

Conclusion: many people say that direct selling is the trend of the future. In fact, some of the ideas and essence of direct selling may be the future development trend. For example, the construction of direct selling network platform. With the rapid development of science and technology, the global economy is becoming more and more networked and informationized. In the era of innovation, traffic is king, direct selling is inseparable from the Internet. Internet technology will be given full play in direct selling. Direct selling enterprises through Internet technology not only can have a lot of publicity for the ads effect, also can expand the market. Direct selling network platform will be through direct selling and the integration of Internet technology, and integrate the resources to achieve the biggest advantage of direct selling. The direct selling network platform is a big leap forward in the realization of the direct selling business. With the development and improvement of the direct selling market economy, the advent of e-commerce era will have more market space. Therefore, the development trend of the future of the direct selling industry must be toward networking and the marketing model of multiple channels.