



UNVEILING THE SUCCESS: MARKETING STRATEGIES OF FOREVER LIVING PRODUCTS INTERNATIONAL INC.

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ABSTRACT

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This article deals about the dynamic marketing strategies employed by Forever Living Products, a renowned player in the health and wellness industry. Focused on the holistic well-being of individuals, Forever Living has carved a niche through a unique blend of aloe Vera-based formulations and a robust direct selling model. The exploration encompasses the brand's emphasis on aloe Vera based product portfolio, and the distinctive approach to global expansion. Additionally, the article sheds light on the company's commitment to sustainability, its innovative digital marketing tactics, and the success stories that underscore the effectiveness of its strategies. By dissecting these key elements, readers gain valuable insights into strategy prowess that propels Forever Living Products in a competitive market, providing a roadmap for business seeking inspiration in the realm of health and wellness marketing.

KEY WORDS: Marketing Strategy, Multi-Level Marketing, Unilevel & Binary Structures

INTRODUCTION

“Marketing strategy is a long-term, forward-looking approach and an overall game plan of any organization or any business with the fundamental goal of achieving a sustainable competitive advantage by understanding the needs and wants of customers.”- Omer Farkash

“A marketing strategy refers to a business's overall game plan for reaching prospective consumers and turning them into customers of their products or services. A marketing strategy contains the company's value proposition, key brand messaging, data on target customer demographics, and other high-level elements.” – Adam Barone Kotler describes strategic marketing as serving as "the link between society's needs and its pattern of industrial response.

The marketing strategy is the heart of any business to achieve success & to sustain in this competitive and

dynamic environment. The decisions pertaining to value proposition, positioning, target audience need to be taken strategically. Forever Living Products differentiates with aloe vera based products and involving itself into Multi-level Marketing.

IMPORTANCE OF THE STUDY

The importance of studying the marketing strategies of forever living products lies in

- Gaining a deeper understanding of forever living's marketing strategies provides valuable insights into successful business practices within the health and wellness industry.
- Analyzing the strategies helps assess how forever living competes in the market,
- Identifying and connecting with target audience providing insights into effective consumer engagement.

- Examining forever living's strategies reveals how the company innovates and adapts to changing market dynamics
- Understand how forever living expands globally provides insights into navigating diverse markets, which can be crucial for businesses with international ambitions.

SCOPE OF THE STUDY

The study Provide a brief introduction to the company, its founding principles, and its mission in the health and wellness industry. It Explore the diverse range of products offered by forever living, emphasizing their features, benefits and how they cater to different consumer needs. Conduct a thorough examination of the health and wellness market, identifying key trends and challenges that impact forever Living strategies. Investigate how forever living has positioned itself in the market. The branding strategies employed, and the impact on consumer perception. Includes real-world examples and case studies showcasing successful marketing campaigns or instances where Forever Living's strategies have yielding positive results.

REVIEW OF LITERATURE

- 1) **Joyce Koe Hwee Nga, Soo Wai Mun (Nadiyah Soo), 2011.** "The influence of MLM companies and agent attributes on the willingness to undertake multilevel marketing as a career option among youth". The focus of this paper is to examine the evolving landscape of the direct selling industry in Malaysia, particularly the remarkable growth it has experienced. This article highlights the substantial expected increase in the volume of direct sales growth. , it also aims to explore the potential impact of economic factors, such as decreasing real wages and rising unemployment, on driving individuals, especially youth and fresh graduates, towards considering multilevel marketing (MLM) as a supplementary income source.
- 2) **Sourav Jaina, B.B. Singlab and Shashi Shashia, 9th August, 2015.** "Motivational factors in multilevel marketing business: A confirmatory approach". Highlights India as a significant hub for MLM business, emphasizing its high growth potential and popularity as a destination for MLM activities. This article describes the importance of the MLM system's lucrative compensation in motivating individuals to join the business, underlining the link between motivation and the success of MLM firms. This article Explores beyond the commonly emphasized compensation plans, identifying various motivational variables that drive individuals to engage in MLM business, contributing to a more comprehensive understanding of motivators.
- 3) **Erika Fille Legara, Christopher Monterola, Dranreb Earl Juanico, Marisciell Litong-Palima, Caesar Saloma. 7th April 2008,** "Earning potential in multilevel marketing enterprises". This study reflects the cautious stance adopted by government regulators and concerned citizens towards multilevel marketing enterprises (MLM), driven by concerns over their operational similarities to exploitative pyramid schemes. The research delves into the analysis of two distinct MLM network architectures — the unilevel and binary structures — with a focus on their growth behavior and earning potential among members. The study's analytical results are reinforced by real-world field data gathered from MLMs in the Philippines, establishing the general validity of the findings and their potential application to diverse MLM architectures.
- 4) **Dr. Abdul Assis Koroth, Dr. A.K.Sarada, Sep-Oct. 2012,** "Significance of Relationship in Multilevel Marketing and its effect on Business Outcome". The literature pertaining to Multilevel Marketing (MLM) or network marketing underscores its essence as a product distribution method, wherein independent distributors play a pivotal role. These distributors not only market products but also have the opportunity to recruit new members into the business structure. However, the crux of the majority of direct selling, including MLM organizations, lies in effective recruiting, vital for organizational survival. This study describes, how Distributors establish relationships with both their "upline" sponsors and "downline" recruits, often engaging in cooperative efforts through recruitment meetings and sales training sessions.
- 5) **Ambrose Ogonna Oloveze, Ogonnaya Ukeh Oteh, Raphael Valentine Obodoechi Okonkwo, Kelvin Chukwuoyims, Charles Chiatulamiro Ollawa, Paschal Anayochukwu Ugwu, Chinweike Ogonna, (30 September 2021),** "Consumer Motivation And Multilevel Marketing On Health Products", The study explores the rise of Multi-Level Marketing (MLM) for healthcare products in Nigeria, focusing on the connection between MLM health products and continued engagement. Using descriptive statistics and Structural Equation Modeling, the research analyzes data from a survey of 227 MLM networkers in South-East Nigeria. Major brands include Nature Renaissance International (NRI), Longrich, and Norland. Challenges center on recruiting new participants. Motivations primarily revolve around wealth benefits, with a significant link to health benefits. Ethical concerns and wealth benefits influence participants' continued intention. The study recommends policy-driven

regulation to address ethical issues in MLM businesses dealing with health products.

OBJECTIVES OF THE STUDY

- **To Uncover Marketing Strategies:** Investigate and outline the key marketing strategies employed by forever Living Products, providing a comprehensive overview of their approach to market positioning and consumer engagement.
- **Analyze Competitive Edge:** Assess how Forever Living competes in the health and wellness market, identifying the unique selling points and competitive advantages that contributes to its success.
- **Consumer Engagement Insights:** Explore how forever living identifies and engages with its target audience, examining consumer behaviours and the effectiveness of the company's strategies in building lasting connections.
- **Strategic Innovation Examination:** Examine how forever living innovates and adapts its marketing strategies to respond to evolving market trends and consumer demands, offering insights into staying competitive in a dynamic industry.
- **Marketing Trends Identification:** Identify emerging market trends and opportunities within the health and wellness sector, providing valuable insights for businesses looking to capitalize on evolving consumer preferences.
- **Sustainable Practices Exploration:** Explore any sustainability initiatives undertaken by forever living, shedding light on environmentally conscious practices that influence consumer choices and brand reputation.

RESEARCH METHODOLOGY

Data Collection Methods: Data was collected through Secondary sources such as Research Articles, Internet, you tube videos. The Primary data though very scarce was collected from the author of this article who worked for the company gave the inputs to give a structure for this article.

MARKETING STRATEGES AT FOREVER LIVING

Forever Living Products International Inc., (FLP) is a Vertically Integreted Multi-Level Marketing company established by Rex Moughan in 1978 at Arizona, USA having its presence in around 262 countries. This company has stepped in India on 12 April, 2005. It is the world's number one manufacturer of Aloe vera and Honey products. They focus on manufacturing Healthy products in the form of suppliments, beauty products in skin care etc., they use the best aleo Vera speices known as "Barbadensis miller". FLP is in top position in Japan followed by India.

The various levels at FLP attracts & encourages young talent individuals to join and be their own boss in

terms of work & attain financial stability through the own capacities & hard work.

The company's business runs on CC (common currency or case credit) and 1 CC is around 17000 INR. The positions in FLP are based on the CC generated by selling the products. The 5 primary positions in this company are

- **Preferred Customers**
- **Assistant supervisor**
- **Supervisor**
- **Assistant Manager**
- **Manager**

a) PREFERRED CUSTOMERS

Everyone starts as a preferred Customer, starts generating leads and converting them into prospects. These prospects are given 12 digit FBO ID after creating their account on the company's app "MY FOREVER INDIA" by filling their Adhaar and Pan Card details. After creating the account one can start their business with 0 CC. These preferred customers are given a direct discount of 5% on the company's products.

People at this level need to do business on their own and they can do business only in India. Leads are generated through E-recruitment platforms like LinkedIn, JOB HAI etc., and social media platforms like Instagram, You tube, Facebook etc. through Google forms.

b) ASSISTANT SUPERVISOR

When a person completes 2 CC business on his account, he will be promoted to "Assistant supervisor" where the person is given the right to share his business and also to make partners. To make a partner, they start generating leads and making them prospects and creating their ID under his sponsorship by entering his/her FBO ID under sponsorship ID. By following this process, person can create his own Network of people to work for his business.

People at Assistant Supervisor position will be given a direct discount of 30% on company's products and 5% cashback. If any person in their downline purchase any product, then they get 30% referral commission on their purchase. at the level, he/she can do their business in entire world.

c) SUPERVISOR

When a person and their downline combinely complete 25 CC business, then that person will be promoted as "Supervisor". People at this level will be given direct discount of 30% on company's products and 8% cashback. If any person in their downline purchase any product, then they get 33% referral commission on that product.

d) ASSISTANT MANAGER

When a person and their down line combinely complete 75 CC business, then that person will be

promoted as “Assistant Manager”. People at this position will be given direct discount of 30% on company’s products and 13% cashback. If any person in their down line purchase any product, then they get 38% referral commission on that product.

e) MANAGER

When a person and their downline combinely complete 125 CC business, then that person will be promoted as “Assistant Manager”. Here person is given a direct discount of 30% on company’s products and 18% cashback. If any person in their downline purchase any product, then they get 43% referral commission on that product.

This position is popularly known as “Dream Level” in the business, as the income of a person will be approximately 1,00,000 INR.

INCENTIVE POLICY

There are many incentives and bonuses for the person at manager level like Forever 2 Drive, Manager Retreat, Eagle Manager Retreat, Chairmen bonus etc. Qualifications to get eligible for the above incentive and bonuses are discussed below:

- 1) **FOREVER 2 DRIVE:** Generally, the dream of majority of youth is to buy a 4-wheeler with their own savings. Keeping this as priority, company provides a person do the business of certain CC according to the rules and income policies of the company, then he will be eligible for the bonus.

The range of bonus amount is based on 3 levels.

***LEVEL-1:** Manager & his downline combinely complete business of 50 CC, 100 CC, 150 CC in three successive month, then the manager will get around 26,000 INR as bonus for 36 months.

***LEVEL-2:** Manager & his downline combinely complete business of 75 CC, 150 CC,225 CC in three successive months, then the manager will get around 39,000 INR as bonus for 36 months.

***LEVEL-3:** When a person at manager level and his/her downline combinely complete business of 100 CC,200 CC,300 CC in three successive months, then the manager will get around 52,000 INR as bonus for 36 months.

2) MANAGER RETREAT

This incentive is given when managers complete a required target in a single financial year(1st april-31st march).This includes domestic tours, entire expenses of the tour will be bore by the company(except personal expenses).

This incentive is of 3 levels.

LEVEL-1: If the entire non-manager downline combinely achieves 200 CC with direct downline having 2 new supervisors and 1 new assistant manager, the company provides a 2 nights and 3 days tour to that manager.

LEVEL-2

If entire non-manager downline combinely achieve 300 CC with 1 new supervisor and 2 new assistant managers, then company will provide a 2 nights and 3 days tour to that manager with family. In case the manager is single, then he will get additional one night stay in that package.

LEVEL-3

If entire non-manager downline combinely achieve 400 CC with 3 new assistant managers, then the company will provide a 3 nights and 4 days tour to that manager with family. In case the manager is single, then he will get additional one night stay in that package.

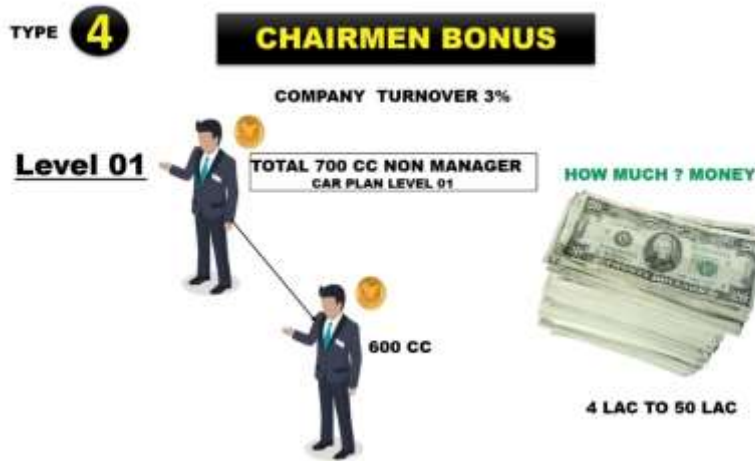
One general qualification for this incentive is to make minimum of 4 CC in personal account of that manager.

3) EAGLE MANAGER RETREAT

This incentive of World tour is given to the managers, when they complete a required target of 720 CC in a single financial year (1st May-30st April). Entire expenses of the tour will be bore by the company (except personal expenses).

4) CHAIRMEN BONUS

This incentive is given to the managers, when they complete a required target in a single year (1st January-31st December).This incentive is given on the basis of company’s turnover in that particular year. Around 3% of total turnover of the company will be distributed among the eligible managers. There are 3 levels of bonus.



FOCUS OF THE COMPANY

- 1. Aloe Vera-based Products:** Forever living is renowned for its use of aloe vera in various health and wellness products. This includes aloe vera gel drinks, creams, lotions, and supplements.
- 2. Nutritional Supplements:** Company offers a range of nutritional supplements, including vitamins, minerals, and dietary designed to support overall health and well-being.
- 3. Weight management:** Forever Living provides products geared towards weight management, including meal replacement shakes and supplements designed to support a healthy and balanced lifestyle.
- 4. Personal Care and Beauty:** The Company has a line of personal care and beauty products, such as skincare items, hair care products, and cosmetics, often incorporating aloe vera for its soothing and moisturizing properties.
- 5. Bee-derived Products:** Forever living includes products derived from bees, such as honey and bee pollen, known for their potential health benefits.
- 6. Targeted Nutrition:** Specialization products are available for targeting nutrition, addressing specific health concerns or requirements, such as joint support, immune system enhancement, and more.
- 7. Sports and Fitness:** Forever living offers products catering to individuals engaged in sports and fitness, including energy drinks, supplements, protein shakes.
- 8. Essential Oils:** The company has a line of essential oils, tapping into the growing interest in aromatherapy and natural wellness practices.
- 9. Skincare and Anti-aging:** Forever Living features skincare products designed to nourish and rejuvenate the skin, often incorporating aloe vera for its skin-soothing properties.
- 10. Home and cleaning Products:** Some product lines extend to environmentally friendly home cleaning products, aligning with a focus on overall well-being, including a commitment to sustainability.

DIFFERENTIATION STRATEGY OF FLP

Aloe Vera Emphasis: Forever living stands out by prominently featuring aloe vera in many of its products. This emphasis on a key natural ingredient could differentiate the brand from competitors.

Holistic Health Approach: The Company often promotes a holistic approach to health and wellness offering a diverse range of products spanning nutrition, personal care and weight management. This comprehensive approach might set Forever Living apart from competitors with narrower product lines.

Direct Selling Model: Forever Living primarily utilizes a direct selling or network marketing model. This approach involves independent distributors and this strategy might differentiate the brand from competitors that rely on traditional retail channels.

Sustainability initiatives: Forever Living has implemented notable sustainability initiatives, this commitment to environmental responsibility could be a unique selling point compared to competitor who may not emphasize sustainability to the same extent.

COST LEADERSHIP STRATEGY OF FLP

Low Distribution cost: By using independent distributors, Forever Living may keep distribution costs relatively low compared to traditional retail models. This can be advantageous for cost control.

Reduced Marketing Costs: The direct selling model often relies on word-of-mouth marketing and personal relationships. This approach can reduce the need for extensive traditional advertising, contributing to cost savings.

Flexible inventory Management: The direct selling model may allow for more flexible inventory management. Distributors often order products based on demand, reducing the need for excessive stock and associated holding costs.

Variables Compensation Structure: The compensation structure for distribution is often variable, tied to sales performance. This can align costs with revenue and create a more adaptable business model.

LIMITATIONS OF THE STUDY & DIRECTIONS FOR FUTURE RESEARCH

- Challenges in obtaining proprietary or confidential information about specific marketing strategies employed by Forever Living may restrict the depth of analysis.
- The health and wellness industry is dynamic, and market conditions may change rapidly. The article's findings may become outdated as new trends and challenges emerge.
- The interpretation of marketing strategies can be subjective, and different perspectives may exist. The article may not capture the opinions of all stakeholders.
- While challenges faced by Forever Living may be discussed, the article may not provide an exhaustive list or delve deeply into complexity of each challenge.
- The global expansion strategies discussed may not cover all nuances of diverse markets, and the article may not capture specific challenges or successes in each region.
- Due to the vastness of digital marketing, the article may provide a high-level overview, potentially overlooking some nuances in specific digital channels or strategies.

The present study can be extended to exploratory with collecting the data through the questionnaires to observe the adaptation of Forever Living in response to market changes or challenges. Global Scenario and Sustainability aspects were not covered in depth which provides an opportunity for the researchers. Multi-level marketing in relation to Health and wellbeing is observed in majority of the cases which can be extended to other sectors to know the implications on the company.

CONCLUSIONS

Analyzing forever living's branding tactics illustrate the importance of creating a strong and positive brand image, influencing consumer perception and loyalty. The study contributes to identifying emerging market trends and opportunities within the health and wellness sector, aiding businesses in strategic decision-making. Exploring sustainability initiatives undertaken by forever living highlights the increasing importance of environmentally conscious practices, which can influence consumer. Extracting lessons from forever living's successes allows other businesses to adopt effective strategies and enhance their own marketing approaches. If Forever Living is consistently innovating in product development, introducing unique formulations or staying ahead of

emerging health and wellness trends, it could set the brand apart from competitors. If Forever Living has effective customer engagement strategies and loyalty programs, fostering a strong connection with consumers, it might differentiate the brand from competitors with less emphasis on customer relationships.

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WEBSITE LINKS

6. FOREVERLIVING: <https://foreverliving.com/ind/en-us/home>
7. ALOE VERA GEL SHOP: <https://www.aloe-vera-gel-shop.com/forever-living-marketing-plan/>
8. FOREVER LIVING PRODUCTS-WORLDWIDE
9. <https://flpbusiness.weebly.com/income-plan.html>

YOUTUBE LINKS

10. PUNAM MOOND https://youtu.be/6XYQWmp9GHE?si=JufcZCA_xmbL6QvN
11. Aman Rajput: <https://youtu.be/hqJVnbVW9PYQ?si=eS5uspH3rrY6AO05>
12. live talks23: https://www.youtube.com/live/8_eXON_s4rQ?si=0NUNiZtHGd3ssP4Q