

## ONLINE MULTILEVEL MARKETING

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### Abstract:

The aim of this project is to build a system that helps any type of MLM (Multi Level Marketing) agency to do all their process in a systematic way. Here all the activities are automated by using this system. Here the clients and the administrator will transfer their views and queries by this system. Hence it will save a large amount of time for the clients as well as the administrator. starting today, the organization would require a considerable measure of manual work to be finished with respect to age of enquiries, receipt of citation, age of procurement arrange, affirmation All this can be done in a simplified way by our online facility, allowing an administrator, appointed by the company to access the company data base, interact with clients and suppliers, deal with them and transact accordingly. This empowers the organization to work in a much smoother way, acquire arranges speedier and clean up work in a more proper way. The system is to automate client's reports. This can be used for maintaining and evaluation

**Keyword:** Multilevel marketing is online marketing (business) strategy.

### I. INTRODUCTION

MLM is the sussesful multilevel marketing is marketing system is the online system marketing MLM which is more important and easy way to business startergy. is the onMLM buisnesss oprate in all 50 U.S.states. Businesses May use team such as "affiliate marketing" or "home-based businesses franchising". Many pyramid schemes attempts to introduce themselves as genuine MLM organizations. A few sources say that all MLMS are basically fraudulent business models, regardless of whether they are lawful. To avoid multilevel showcasing plans that compensation commission for enrolling newdistrinutors. Independent non-salaried participants refferd to as distributors are approved to appropriate the companys item or administrations. They are awarded their own prompt retail benefit from clients in addition to commission from the organization, through multilevel advertising design. Multilevel marketing is the pyramid based system . Multilevel marketing is the binary system architecture.

### II. LITERATURE SURVEY

Multilevel Marketing have been describe by author Dominique Xardel as being synonymous and as method of direct Selling and Marketing.

"The Direct Selling Association" and American industry nody , reported that in 1990 twenty six percent of members used MLM , growing to 76.3% used in 1999 companies such as Electrolux ,Tupparware and Kirny all originally used Multilevel Marketing. MLM is the plans of business of system singal level marketing. These system is most importance of multilevel marketing. These marketing is easy to way to business strategy. in accurate design proper advertisement of as wenside for online marketing. It is compare to other branch to other office. Details our benefit and key feature accurately. MLM handaling marketing proper way to various type of marketing present accurately. Example hording plomplate door to door marketing . Advertisement at magazines and paper at local level. Marketing is the way to advertisement of various type of product in easy way. The Online Multilevel Marketing is the marketing of advertisement of daily needs products and other product's marketing at all.

### III. PROPOSED METHODOLOGY

For this study, the interview used was in-depth whereby extensive probing is used to get a single respondent total freely and to express detailed beliefs and feelings multilevel marketing . A set of open-ended questions were decided for the adaptability that it gives as it encourages co-activity, builds up compatibility and takes into consideration an appraisal of what the respondent genuinely trusts .The inquiries solicited were a mix from descriptive, experience, knowledge, feelings and on the company's and individual's background questions. A total of four individuals were selected based on their management positions. It is the low cost or low investment methodology gives higher profit .

In order to ensure that the respondents were well-versed with the company and matters surrounding it, those selected had to have at least 5 years of experience working there. held in the respondents' own personal space. Prior to the interview, To make certain that respondents felt agreeable, the meetings were time while appreciating the easy revenue acquired from their down line wholesalers . This approach is conceived as sustainable marketing practices as it satisfies both the individual needs of wholesalers without frustrating the chances of fulfilling clients. Added to this, the MLMs' routine with regards to a dynamic re-investment policy for research and innovativeness and collaboration along with the engagement of multi-partners advancement has energized sustainable innovation, . Keeping as a primary concern the upsides of such companies, the show study will endeavor to decide its test and maintainability. In the MLM marketing project the various process to start the marketing. It is the low cost or low investment methodology gives higher profit.

**Statement of problem:**

RQ1: What are the challenges faced by an MLM in recruiting young buyers of the product.

Referrals have to invest their money first and the referred persons may not wish to buy the sometimes product.

get their wage from newcomers; henceforth there are no real deals. The system can deliver conditional outcomes. MLM also face the various problem just like profit loss . MLM also faced the seller distributor problem . If the seller cannot create distributor then the seller face the loss. and the company also face the loss. if the package does not sell. Multilevel marketing system is extensive primarily is used to get a single responded and totally freely. these is immediate profit of customer. If the product are not sell then the distributor and seller faced the loss . if we want to sell the product then the marketing with proper way is the important and efficient way.

**Objective:**

In today's fast paced world information is the essence to succeed . in the last two decades or so several advance in the field of information technology. Today it is much easier to communicate with people they may be. The power to attend information creates profitable and successful companies. MLM is the easy way to communicate the seller and people directly and easily . with the help of MLM the companies and the people gives the extra profit in less time and less work.

### IV. SYSTEM ARCHITECTURE

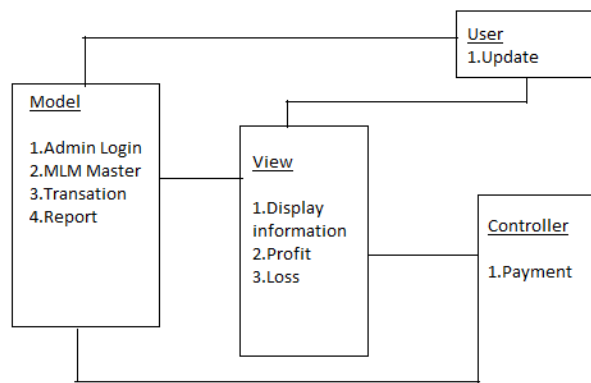


Fig: System Architecture of MLM

## **V. MODULE**

### **1. Admin Login:**

Admin search and view various members and set membership.

### **2. MLM Master:**

Member registration login user may registered login system.

### **3. Transaction:**

Payment users pay membership fees.

### **4. Report:**

Show the report of mlm.

## **VI. CONCLUSIONS**

The results from this research suggest that the challenges faced by an MLM company in terms of distributors are the recruitment of young distributors and the high number of inactive distributors. Behind these challenges are the distributors' need for instant rewards, their skeptical perceptions of MLMs and also the constant pushiness of up line distributors which makes their down line feel annoyed and dissatisfied. Added to this, the lack of advertising by some MLMs have also resulted in poor brand recognition. Potential distributors and customers are unable to create a positive brand image of the company. As such, it is also difficult for the distributors of these MLMs to convince potential buyers to purchase their products or to join as distributors. With regards to the sustainability of MLMs in the contributing factors are economic downturns and the increase of cost of living. It has attracted those who are unemployed as well as the employed to join for the sake of earning extra income. If the people get overtime job.

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