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- figures
- tables
- questionnaire

I. BACKGROUND

To carry out the study reported was commissioned by České národní sdružení přímého prodeje – ČNSPP (The Czech National Association of Direct Marketing).

The objective of the research to be carried out among direct dealers was to find out:

- **satisfaction of dealers with the profession - direct dealer;**
(expectations and present satisfaction with this profession)
- **overall evaluation of the profession - direct dealer;**
- **overall evaluation of the company the dealer interviewed works for;**
- **socio-profession structure of the sample of dealers;**

1. Methodology and organisation of the research

The research included all companies registered with ČNSPP today:

AMWAY, AVON, LUX, JUST, ORIFLAME, TUPPERWARE, VORWERK, MARY KAY, WINSTON.

The organisation of the research:

The research was carried out by means of a questionnaire survey in a random selected sample of dealers working for the above companies. The dealer – respondent self-completed the questionnaire and returned it back to his/her company.

The companies concerned sent the returned filled in questionnaires to GfK to be analysed there.

The research was going on in November and December 2001.

The number of effective, properly completed questionnaires allows producing the basic analysis to the level of the individual companies concerned. (In several companies, however, in spite of about three times multiplied number of the questionnaires distributed we did not manage to fully achieve the planned target of the number of complete questionnaires). The return rate varied between 10 – 50 %.

The results contained in this report briefly comment upon the research results.

In total, 4,800 questionnaires were sent out and 1,144 questionnaires were returned back.

12 questionnaires were excluded from analysing, because they were returned partially complete or totally incomplete.

2. Socio-demographic structure of the universe sample

The data is related to the sample structure resulted from randomly selected dealers of the above named companies.

These findings can be briefly summarised in this way:

More than **80 % of dealers are women.**

A higher presence of women is typical of the companies dealing in cosmetics and natural products - **AVON** 97 %, **ORIFLAME** 96 %, **MARY KAY** 86 % and **JUST** 88 %.

Men and women are about evenly distributed among the dealers of **AMWAY** (54 % of women, 45 % of men), **VORWERK** (48 % of women, 51 % of men), **WINSTON INT.** (47 % of women, 53 % of men).

And conversely – **LUX is in ¾ represented by men** (76 %).

In terms of age, the direct dealers sample structure looks like that

A quarter (27 %) of dealers (those responding to the survey) are at the age of **30 - 39 years**, a **quarter** (24 %) at the age of **20 – 29 years**, 21 % of dealers at the age of 40 – 49 years, 11 % of dealers at the age under 20 years, and not full 3 % of dealers are older than 60 years of age.

Most young dealers are among those working for **AVON and ORIFLAME**, while **JUST** is characteristic of a higher number of older dealers.

Almost **half** of dealers are with **high school education – with graduation** (47 %) + 7 % higher specialised/professional education, 21 % are skilled workers with no graduation, 13 % are university graduates and 10 % are with elementary school education.

About **1/3 of dealers have direct marketing as their only job (full-time)**, while 2/3 have another job as well (part time dealers).

Most dealers having direct marketing **as their only job** happen to be recorded among the dealers working for **LUX** (96 %) and **WINSTON International** (78 %)

Dealers spend on direct marketing **on average 12 hours a week.**

Most time devoted to direct marketing applies to the dealers working for **LUX** - 40 hours a week and **WINSTON** – 38 hours a week, whereas **least time** devoted to direct marketing applies to those working for **ORIFLAME** - not the full 5 hours.

3. Profession - dealer – expectations and reality

We wanted to find out what was the motivation behind the decision to become direct dealer of a particular company, and to what extent the current dealers were satisfied with their profession.

The respondents were exposed the list of factors possible to play a role when making the decision which profession to take.

Using a scale 1 – 5, where 1 = very important/very satisfied and 5 = totally unimportant/totally dissatisfied the respondents stated to what extent each was each factor important for them and to what extent they were satisfied at the moment.

The most important factors playing the key role when making the decision to become direct dealer are:

- **possibility to organise work on your own** – importance 1,5 – satisfaction 1,5;
- **reputation of the company** – importance 1,5 – satisfaction 1,4;
- **personal accountability** – importance 1,6 – satisfaction 1,6;
- **clear criteria of remuneration** – importance 1,6 – satisfaction 1,6
- **low start up cost** - importance 1,6 – satisfaction 1,7

The overall average satisfaction of dealers with the profession direct dealer is rated 2.

The most satisfied dealers work for MARY KAY, WINSTON International and JUST rating their overall satisfaction 1,8; and conversely, the critical dealers are those working for VORWERK (2,5) and LUX (2,4).

II. MAIN FINDINGS

The next section contains the basic evaluation of each company tested – the companies are listed in the alphabet order.

1. AMWAY

The planned number of effective questionnaires collected for AMWAY was about 300; 1,000 questionnaires distributed and 96 effective questionnaires returned.

1.1 Socio-demographic structure of the AMWAY dealers' sample

The dealers of AMWAY are women (54 %) as well as men (45 %) (1 % did not answer).

Half of dealers (54 %) are those at the age of 30 – 49 years, 44 % of them with high school, 26 % with university education, 87 % of them have another, parallel job as well, and on average they spend 8 hours a week on the dealer's job.

Those having another job together parallel to the dealer are in 2/3 employed full time, a third in the position of employee and a third are freelancers.

1.2 Profession - dealer of AMWAY – expectations and reality

The respondents – dealers used a scale 1 – 5, (1 = very important, very satisfied 5 = totally unimportant, totally dissatisfied) to state how important for them are the named factors playing a role when selecting the profession and how satisfied are they with them at present.

	Importance	Satisfaction at present
a) amount of income	1,5	2,8
b) time flexibility	1,6	1,9
c) prestige of profession	2,4	2,4
d) possibility of self fulfilment	1,7	2,0
e) possibility of professional career	1,9	2,1
f) meeting new people	2,0	1,7
g) possibility to organize work on your own	1,5	1,5
h) belonging to a well known company	1,9	1,5
i) reputation of the company	1,4	1,4
j) personal accountability	1,6	1,6
k) personal recognition	1,5	2,0
l) perks of the job	2,0	2,5
m) clear criteria of remuneration	1,3	1,5
n) making the most of your education	2,4	2,2
o) making the most of your experience/ personal background	2,0	2,0
p) low start up cost	1,6	1,7

The dealers of AMWAY believe that the **most important factor** for selecting the profession is **clear criteria of remuneration** (1,3) and we can say that in this respect AMWAY fairly meets their expectations (satisfaction 1,5).

Another important factor is **reputation of the company** (importance 1,4) and in this respect the company fully meets their expectations (satisfaction 1,4).

The next important factor is **possibility to organize work on your own** (importance 1,5) and in this respect the expectations of dealers are met again (satisfaction 1,5).

Personal recognition is also perceived as important (importance 1,5), but in this respect are dealers less happy than they would like to be (satisfaction 2,0).

The major discrepancy between the evaluation of importance and satisfaction today exists in the factor **amount of income** – importance is rated 1,5 but satisfaction was given the score 2,8 – which is the lowest satisfaction of all named factors for AMWAY.

On the other hand, speaking about **possibility to meeting new people** – this factor's importance is 2,0 and satisfaction is better rated – 1,7.

The overall satisfaction with profession is 2,3.

1.3 What is the profession like - dealer of AMWAY

The respondents were asked to evaluate the dealer's job from another angle as well – by means of semantic differential.

The results of this question and comparison with the average for all companies (the average value of this characteristic for all companies – in the figures labelled total) are clearly laid-out in the figure produced in the appendix.

Those responding to the survey perceive the profession as a one leaving them enough time, but bringing rather a lower income; it is a physically not demanding job, fit for everyone, but not very positively accepted by customers and people around.

1.4 Perception of AMWAY

The dealers asked perceive their company very positively – as a large, international, credible firm marketing quality goods, as a firm that is professional and has tradition, and is beneficial to the public.

2. AVON

The planned number of properly complete questionnaires for AVON was about 500; in total, 1,300 questionnaires were sent out and 324 returned back (+16 questionnaires delivered only after making out the analysis and therefore not included), 3 questionnaires were excluded (totally incomplete or partly complete) – in total, we worked with 321 effective questionnaires.

2.1. Socio-demographic structure of AVON dealers

97 % of the respondents - dealers working for AVON are women, almost 2/3 of them are at the age under 29 years, 46 % with high school education – graduation, half of dealers have another job as well, and on average the dealer devotes 7 hours a week to the dealer's job.

Those for whom the direct marketing is their only job are usually students, apprentices (58 %) or housewives (30 %).

Those having another, parallel job, are mostly employed full time, in the position of employee.

2.2 Profession - dealer of AVON – expectations and reality

	Importance	Satisfaction at present
a) amount of income	2,1	2,1
b) time flexibility	2,0	1,6
c) prestige of profession	2,5	2,1
d) possibility of self fulfilment	2,1	1,9
e) possibility of professional career	2,4	2,2
f) meeting new people	2,0	1,9
g) possibility to organize work on your own	1,5	1,4
h) belonging to a well known company	2,1	1,7
i) reputation of the company	1,6	1,5
j) personal accountability	1,6	1,6
k) personal recognition	2,0	1,9
l) perks of the job	2,2	2,1
m) clear criteria of remuneration	1,8	1,7
n) making the most of your education	2,6	2,3
o) making the most of your experience/ personal background	1,9	1,9
p) low start up cost	1,6	1,6

The crucial factor for the AVON dealer is a possibility to **organise work on their own** – importance 1,5 and we can say that in this respect they are far better satisfied than expected with the AVON dealer's job – satisfaction 1,4 (the best rated factor)

A similar situation is noted in another important factor - **reputation of the company** – importance 1,6, satisfaction 1,5.

Practically in all factors tested, the present satisfaction of the AVON dealers is better or identical to what was expected.

The overall satisfaction with profession is 1,9

2.3 What is the profession like - dealer of AVON

The results of semantic differential indicate that the job - AVON dealer – leaves enough time and brings an average income, brings personal fulfilment and psychologically and physically not demanding, fit for everyone and positively accepted by customers and people around.

2.4 Perception of AVON

The dealers asked positively perceive their company – it is big, well known, credible, providing perks of the job, with tradition, professional and beneficial to the public.

3. JUST

JUST was supposed to result in about 100 effective questionnaires; in total 200 questionnaires were distributed and 115 effective questionnaires returned back.

3.1. Socio-demographic structure of the JUST dealers sample

Among the JUST dealers we can find mostly women – 88 %, more than 2/3 of them are at the age over 40 years, half of them with high school education - graduation, 2/3 having another job as well, and on average spending 14 hours a week on the dealer's job.

2/3 of the dealers having another job are full time employed, most often at the position of employee or freelancers.

3.2 Profession - dealer of JUST – expectations and reality

	Importance	Satisfaction at present
a) amount of income	2,1	1,9
b) time flexibility	1,7	1,5
c) prestige of profession	2,4	2,1
d) possibility of self fulfilment	1,9	1,7
e) possibility of professional career	2,3	2,1
f) meeting new people	1,8	1,5
g) possibility to organize work on your own	1,3	1,3
h) belonging to a well known company	1,8	1,3
i) reputation of the company	1,2	1,1
j) personal accountability	1,5	1,3
k) personal recognition	1,8	1,7
l) perks of the job	2,1	1,7
m) clear criteria of remuneration	1,4	1,3
n) making the most of your education	2,1	1,8
o) making the most of your experience/ personal background	1,5	1,5
p) low start up cost	1,6	1,4

What is most important for the dealer working for **JUST: reputation of the company** – importance 1,2, and they are very satisfied with its reputation – the score **1,1**, **possibility to organise work on their own** and **clear criteria of remuneration**, and we can say that the respondents – JUST dealers are satisfied with these factors (their expectations are fully met).

Speaking about the other factors, the profession - dealer of JUST also meet their expectations.

The overall satisfaction with profession is 1,8

3.3 What is the profession like - dealer of JUST

What does the dealer's job for JUST bring them – fairly average incomes, leaving them enough time, they enjoy doing their job and it gives them personal contentment, it is physically and psychologically rather not demanding, has a relatively high prestige and is positively perceived, but it is not a job fit for absolutely everyone.

3.4 Perception of JUST

The dealers perceive their company as credible, international, not very big and not very well known, the kind marketing quality and unique goods, giving benefits and recognition, with tradition, it is professional and beneficial to the public.

4. LUX

The target set for **LUX** supposed to collect about 25 effective questionnaires; 50 questionnaires were distributed and 25 effective questionnaires returned.

4.1. Socio-demographic structure of the LUX dealers' sample

$\frac{3}{4}$ of the dealers working for LUX are men, $\frac{3}{4}$ of their dealers are at the age of 20 – 39 years, 60 % with high school education - graduation, 12 % with university education, for 96 % of them the dealer's job is their only occupation and they spend on average 40 hours a week to do it.

4.2 Profession - dealer of LUX – expectations and reality

	importance	satisfaction at present
a) amount of income	1,2	2,3
b) time flexibility	1,8	1,9
c) prestige of profession	2,2	2,7
d) possibility of self fulfilment	1,9	2,3
e) possibility of professional career	1,7	2,4
f) meeting new people	2,1	2,2
g) possibility to organize work on your own	2,0	2,2
h) belonging to a well known company	1,8	1,7
i) reputation of the company	1,6	1,8
j) personal accountability	2,1	2,2
k) personal recognition	1,6	2,0
l) perks of the job	1,6	2,5
m) clear criteria of remuneration	1,4	2,0
n) making the most of your education	2,9	3,0
o) making the most of your experience/ personal background	2,4	2,3
p) low start up cost	1,6	2,6

For the dealer working for LUX **most important is amount of income** – importance 1,2, but satisfaction at present is rated 2,3 – in other words, their expectations are rather not met.

Another important factor is **clear criteria of remuneration** – importance 1,4 and satisfaction at present 2,0 – again, the reality rather not meeting the expectations.

In all other factors tested, importance is higher rated than the dealer's satisfaction at present.

The overall satisfaction with profession is 2,4.

4.3 What is the profession like - dealer of LUX

The job of direct marketing takes most of the time of the LUX dealers, but they make more money (than the average), it is psychologically demanding, rather routine type, fit only for some people and rather rejected by people around.

4.4 Perception of LUX

The LUX dealers are relatively critical of their company. They perceive it as a well known firm, with tradition, and marketing quality and unique goods, but small and passive.

5. MARY KAY

For **MARY KAY** we were planning to collect about 100 effective questionnaires; 200 questionnaires were distributed, 125 questionnaires returned, 1 questionnaire excluded, in total, 124 effective questionnaires.

5.1 Socio-demographic structure of the MARY KAY dealers' sample

86 % of the dealers working for MARY KAY are women, more than $\frac{3}{4}$ of the dealers are at the age under 39 years, half of them with high school education, 13 % with university (12 % did not answer their education), half of them having another job as well. They devote on average 14 hours a week to the dealer's job.

Half of the dealers having another job are in the position of employee, a third freelancers.

5.2 Profession - dealer of MARY KAY – expectations and reality

	Importance	Satisfaction at present
a) amount of income	1,6	1,8
b) time flexibility	1,4	1,7
c) prestige of profession	1,7	1,8
d) possibility of self fulfilment	1,5	1,5
e) possibility of professional career	1,6	1,7
f) meeting new people	1,5	1,4
g) possibility to organize work on your own	1,3	1,3
h) belonging to a well known company	1,7	1,4
i) reputation of the company	1,4	1,3
j) personal accountability	1,5	1,5
k) personal recognition	1,6	1,5
l) perks of the job	2,0	1,7
m) clear criteria of remuneration	1,4	1,5
n) making the most of your education	2,1	1,9
o) making the most of your experience/ personal background	1,7	1,6
p) low start up cost	1,7	1,8

What is most important for the dealer working for Mary Kay: to organize work on your own, and in this respect their expectations are met (importance 1,3; satisfaction 1,3)

Another important factor is **reputation of the company** – in this respect, the reality is somewhat better rated than the initial importance (importance 1,4; satisfaction 1,3)

Referring to Mary Kay we can say that in most factors the reality agrees with the importance – the variances + as well as – are in tenths of percent.

The overall satisfaction with profession is 1,8

5.3 What is the profession like - dealer of MARY KAY

In comparison with the average, the job of a dealer for Mary Kay gives more personal contentment, higher incomes, these dealers enjoy doing the dealer's job, it is psychologically and physically not demanding, and the job has a relatively good prestige.

5.4 Perception of MARY KAY

The dealers perceive their company relatively positively – it is credible, international, rather less known, but with attractive and unique goods, relatively dynamic, giving benefits and recognition, professional and beneficial to the public.

6. ORIFLAME

The target set for **ORIFLAME** was about 500 effective questionnaires; in total 1,300 questionnaires distributed, and 211 returned, of them 205 effective questionnaires.

6.1. Socio-demographic structure of the ORIFLAME dealers' sample

96 % the dealers working for ORIFLAME are women; all age brackets present, half of our respondents have high school education - graduation, 16 % university education. $\frac{3}{4}$ of the dealers have another job as well. They spend on average 5 hours a week to do the dealer's job.

6.2 Profession - dealer of ORIFLAME – expectations and reality

	importance	satisfaction at present
a) amount of income	2,4	2,5
b) time flexibility	2,2	1,8
c) prestige of profession	3,0	2,4
d) possibility of self fulfilment	2,4	2,2
e) possibility of professional career	2,8	2,6
f) meeting new people	2,3	2,1
g) possibility to organize work on your own	1,7	1,5
h) belonging to a well known company	2,3	1,7
i) reputation of the company	1,7	1,6
j) personal accountability	2,0	1,8
k) personal recognition	2,5	2,3
l) perks of the job	2,2	2,3
m) clear criteria of remuneration	1,9	1,9
n) making the most of your education	3,0	2,6
o) making the most of your experience/ personal background	2,3	2,1
p) low start up cost	1,8	1,6

The key factors for the dealer working for ORIFLAME: possibility to organize work on your own, reputation of the company and low start up cost - the dealers asked are at present satisfied with all these factors.

In a number of factors the current evaluation is better than the initial requirements and expectations.

The overall satisfaction with profession is 2,2.

6.3 What is the profession like - dealer of ORIFLAME

In comparison with average, the job – dealer for ORIFLAME - leaves enough time, but brings lower incomes and is psychologically and physically not demanding.

6.4 Perception of ORIFLAME

The dealers perceive their company relatively positively – as a big, well known firm, international and credible, marketing rather common but quality goods.

7. TUPPERWARE

About 150 effective questionnaires were supposed to be collected for **TUPPERWARE**; 450 questionnaires were distributed and 86 effective questionnaires returned.

7.1. Socio-demographic structure of the TUPPERWARE dealers' sample

Almost 90 % of the respondents are women; all age categories are present, half of them have high school education – graduation, almost 2/3 have another job as well. They spend on average 12 hours a week to the dealer's job.

Those having another job as well usually work full time, in the position of employee.

7.2 Profession - dealer of TUPPERWARE – expectations and reality

	importance	satisfaction at present
a) amount of income	1,5	1,9
b) time flexibility	1,7	1,8
c) prestige of profession	2,1	1,9
d) possibility of self fulfilment	1,6	1,6
e) possibility of professional career	2,1	1,9
f) meeting new people	1,6	1,4
g) possibility to organize work on your own	1,5	1,4
h) belonging to a well known company	1,9	1,6
i) reputation of the company	1,4	1,4
j) personal accountability	1,6	1,6
k) personal recognition	1,7	1,6
l) perks of the job	1,9	1,7
m) clear criteria of remuneration	1,3	1,4
n) making the most of your education	2,5	2,2
o) making the most of your experience/ personal background	1,9	1,7
p) low start up cost	1,3	1,3

The most important factors for the dealer working for Tupperware: **clear criteria of remuneration, low start up cost and reputation of the company**. We can say that the dealers are happy with all these factors – or, that their current evaluation agrees with their idea of these factors importance.

The overall satisfaction with profession is 1,9

7.3 What is the profession like - dealer of TUPPERWARE

The profession - dealer of Tupperware is average evaluated practically in all characteristics – with respect to the average for all companies tested. It leaves relatively enough time and at the same time brings money, is psychologically and physically somewhat more demanding (than the average for all companies), but fit for everyone and with a good prestige.

7.4 Perception of TUPPERWARE

The dealers of TUPPERWARE perceive their company relatively positively – it is big, international, credible but not very well known. It has attractive and quality goods, is dynamic and giving recognition.

8. VORWERK

The company **VORWERK** was supposed to result in about 100 effective questionnaires; 200 questionnaires were distributed and 105 effective questionnaires returned.

8.1. Socio-demographic structure of the VORWERK dealers' sample

In the respondent sample we have both women 48 %, and men – 51 %, all age and education categories. More than half of dealers have another job as well. They spend on average 21 hours a week to do the dealer's job.

8.2 Profession - dealer of VORWERK – expectations and reality

	Importance	Satisfaction at present
a) amount of income	1,3	2,1
b) time flexibility	1,7	2,1
c) prestige of profession	2,0	2,5
d) possibility of self fulfilment	1,7	2,2
e) possibility of professional career	2,0	2,3
f) meeting new people	1,8	1,9
g) possibility to organize work on your own	1,6	1,9
h) belonging to a well known company	1,7	1,8
i) reputation of the company	1,5	1,7
j) personal accountability	1,6	1,8
k) personal recognition	1,8	2,1
l) perks of the job	1,8	2,3
m) clear criteria of remuneration	1,5	1,7
n) making the most of your education	2,3	2,4
o) making the most of your experience/ personal background	1,9	2,1
p) low start up cost	1,6	2,2

The key factors for the dealer of VORWERK: **amount of income, reputation of the company and clear criteria of remuneration.**

In terms of remuneration criteria and company reputation we can see that the expectations of dealers are met. Speaking about how much they make – here we found an apparent discrepancy – or, the satisfaction at present is rather lower than were the expectations.

The overall satisfaction with profession is 2,5

8.3 What is the profession like - dealer of VORWERK

In comparison with the average for all companies the job of a dealer working for VORWERK takes more time, but results in more money made, is psychologically and physically more demanding, is not fit for all people and is not totally positively accepted.

8.4 Perception of VORWERK

The dealers of VORWERK perceive their company fairly positively, but are more critical of it in comparison with the average for all firms tested.

The company markets unique and quality goods, is not very big or very well known, either.

9. WINSTON International

The target set for **WINSTON International** - about 50 effective questionnaires; 100 questionnaires distributed and 57 returned, of them 55 effective questionnaires.

9.1. Socio-demographic structure of the WINSTON International dealers' sample

In the sample we can find both women (47 %) and men (53 %), 2/3 of the respondents are at the age of 30 – 49 years. In terms of school education – a third skilled with no graduation, 2/5 with high school education, and about 15 % with university education. For almost 80 % to work for WINSTON INTERNATIONAL is their only job. On average they devote 38 hours a week to this job.

9.2 Profession - dealer of WINSTON International – expectations and reality

	Importance	Satisfaction at present
a) amount of income	1,2	2,1
b) time flexibility	1,6	1,6
c) prestige of profession	1,9	1,9
d) possibility of self fulfilment	1,5	1,6
e) possibility of professional career	1,8	1,8
f) meeting new people	1,7	1,4
g) possibility to organize work on your own	1,3	1,4
h) belonging to a well known company	1,7	1,4
i) reputation of the company	1,3	1,3
j) personal accountability	1,3	1,3
k) personal recognition	1,5	1,6
l) perks of the job	1,9	2,1
m) clear criteria of remuneration	1,2	1,4
n) making the most of your education	1,9	1,8
o) making the most of your experience/ personal background	1,6	1,5
p) low start up cost	1,7	2,3

The key criteria to have chosen the profession - dealer of WINSTON International: **amount of income and clear criteria of remuneration, possibility to organize work on your own, reputation of the company and personal accountability.**

In most factors the initial expectations have been met – however, a more marked difference exists in the evaluation of amount of income.

Evaluating the other factors, the variances between importance and present satisfaction are rather insignificant.

A bigger difference was recorded only in the factor perks of the job, whose importance scored 1,7 and satisfaction at present 2.3

The overall satisfaction with profession is 1,8.

9.3 What is the profession like - dealer of WINSTON International

In comparison with the average for all companies, the job – dealer of WINSTON takes more time, but brings more money made, the dealers enjoy the dealer's job, but it is psychologically and physically more demanding, has a good prestige, but is not fit for everyone. It is relatively well accepted by customers.

9.4 Perception of WINSTON International

The dealers positively perceive their company WINSTON International – in their opinion, it is a big and credible firm, rather less known but marketing quality and unique goods. It is a professional, dynamic firm giving benefits and recognition.

III. CONCLUSION

The most important factors for the decision to become direct marketing dealer identified by the direct marketing dealers – distributors asked:

- Possibility to organize work on their own
- reputation of the company
- personal accountability
- clear criteria of remuneration
- low start up cost

The dealers relatively positively evaluate their **satisfaction with the profession** – the **total average is 2,0**

The **most satisfied** dealers work for **Mary Kay and Winston International**;

Women are on average somewhat more satisfied with the profession direct marketing dealer than men;

On average, the dealers asked spend **12 hours a week** on doing the job; in other words, those having the profession - dealer as their only job spend on it about 18 hours, and those having another job as well spend about 8 hours a week on doing this job.

Men devote 2 x more time to this profession than women;

The dealers working for **AMWAY** give their job the average score **2,3** and spend on the dealer's job on average **8 hours a week**;

The dealers working for **AVON** give their job the average score **1,9** and spend on the dealer's job on average 7 hours a week;

The dealers working for **JUST** give their job the average score **1,8** and spend on the dealer's job on average 14 hours a week;

The dealers working for **LUX** give their job the average score **2,4** and spend on the dealer's job on average 40 hours a week;

The dealers working for **MARY KAY** give their job the average score **1,8** and spend on the dealer's job on average 14 hours a week;

The dealers working for **ORIFLAME** give their job the average score **2,2** and spend on the dealer's job on average 5 hours a week;

The dealers working for **TUPPERWARE** give their job the average score **2,2** and spend on the dealer's job on average 12 hours a week;

The dealers working for **VORWERK** give their job the average score **2,5** and spend on the dealer's job on average 21 hours a week;

The dealers working for **WINSTON International** give their job the average score **1,8** and spend on the dealer's job on average 38 hours a week;