



LnQ

BUSINESS PLAN

ABOUT US

LnQ aims to revolutionize above the ordinary. We are committed to bringing genuine quality products and career opportunities. We believe in enriching lives and making a mark in Education, Health & Wellness, Personal Care, Homecare, FMCG and Lifestyle sectors. As a leading direct-selling company, we always prioritize IT education and health awareness by enhancing the quality of life worldwide. Join us now in creating a healthy and happy tomorrow.

MISSION

Our mission is to become one of the Top Direct Selling companies in India, through relentless hard work, honouring our promises and commitment towards our quality products and efficient services.

VISION

Our vision is to offer a wide range of world-class value-for-money products to our esteemed customers, and offer a legitimate entrepreneurship opportunity to awaken the giant within them and help them explore life to the fullest. LnQ believes in the ideology that one needs to compete with one's own self rather than with others with a honest vision and ethical action. The road to success is always under construction. It has no short-cuts. LnQ follows every statutory compliance built strong values and offering a legitimate platform for all associates/ direct seller to explore a better life.





BUSINESS PLAN

LnQ is a modern entrepreneurship program providing a great earning opportunity to all its customers. To become a part LnQ Marketing LLP, one has to register himself / herself as a Customer with the company by filling a simple registration form. A customer of LnQ can purchase LnQ products for personal use for lifetime.

Products available on the website of the company are sold only through registered Customers and / or Direct Sellers. If any consumer wants to buy products from LnQ website must use a registered ID No. of an existing Customer / Direct Seller.

Once a Customer is satisfied with the quality of LnQ products, he / she may refer the LnQ products to their friends, relatives, contacts, etc. and earn financial benefits in the form of incentives and rewards. To earn these incentives and rewards, customers have to become an Direct Seller of LnQ by accepting the Direct Seller Contract, providing KYC details and abiding by the terms and conditions of LnQ Marketing LLP.

TYPES OF INCENTIVES:

LnQ Marketing LLP has one of the best Business Plan at all levels of business which gives a better roadmap to Direct Sellers to achieve better health and Lifestyle.



RETAIL PROFIT

Selling products directly to the customers is the first step to success and building a solid foundation for their business. Retail Selling is the surest method of earning immediate income even as you build a long term business and satisfied customers.

Retail profit is the margin between the prices at which the LnQ Direct Sellers purchase the products (Distributor Price / DP) and the prices at which these products are sold (Maximum Retail Price / MRP). Direct Sellers in LnQ Business Plan can earn Retail profit up to 20% on MRP of the products.

For Example: Every product in the LnQ portfolio has a MRP & Distributor Price (DP). If a product has a MRP of Rs. 2500/- LnQ Direct Sellers can purchase the same product on DP which is Rs. 2100/- and may resell the same product on MRP and earn Rs. 400/- (i.e 10% profit) on reselling the product.

MRP	DP		Retail Profit
₹2500	₹2100	=	₹400
			10% profit



Notes

- RCP is referred as Registered Consultant Price
- MRP is referred as Maximum Retail Price
- Retail Profit is neither calculated nor paid by the company.
- Proglen reserves the right to further give discount on any product below RCP

SALES INCENTIVE

LnQ has devised a Business plan where in a Direct Seller can earn by transacting in products on exclusive pricing. Sale of these products in a team generates special points called as Point Volume (PV). These PV points are given to every Direct Seller in the upward network. Sales Incentive is paid to the Direct Seller on every product sales/ Distribute and marketing in their team in the form of generations Income. This is the simplest form of compensation to compensate direct sellers on the business generated in different generations in their team. LnQ Plan rewards its direct sellers with 95% of PV sale and marketing by his/her team up to 10th generation as Sales Incentive as mentioned in the below table:

S. NO.	GENERATION	INCENTIVE AS PER PV SALE AND MARKETING
1	Generation 1	25.00% of PV
2	Generation 2	16.66% of PV
3	Generation 3	12.50% of PV
4	Generation 4	8.33% of PV
5	Generation 5	7.50% of PV
6	Generation 6	6.66% of PV
7	Generation 7	5.80% of PV
8	Generation 8	5.00% of PV
9	Generation 9	4.20% of PV
10	Generation 10	3.33% of PV

For Example: You have accumulated below mentioned PV from different generations under your personal joined team:

Generation 1 – 4800 PV

Generation 2 – 14400 PV

Generation 3 – 50000 PV

Then, Sales Incentive for you will be calculated as mentioned below:

Incentive from Generation 1 = $4800 \times 25\% = 1200 \text{ PV}^*1/- = 1200/-$

Incentive from Generation 2 = $14400 \times 16.66\% = 2400 \text{ PV}^*1/- = 2400/-$

Incentive from Generation 3 = $50000 \times 12.50\% = 6250 \text{ PV}^*1/- = 6250/-$

Total Sales Incentive earned by you = $1200 + 2400 + 6250 = 9850/-$

Notes

- PV refers as Point Volume
- Value of 1 PV is equal to Rs. 1/-
- Sales Incentive is calculated twice in a month and paid twice in a month.
- Closing Period: Sales Incentive is calculated on the Business done between 1st to 15th day and 16th day to last day of every month.
- Payout Period: Sales Incentive is paid to direct seller after 4th day from every closing period in a certain month.
- Active Business is calculated after all cancellations and refunds deducted from the current payout period.
- Company reserves the right to change / modify Sales Incentive.

RANK RECOGNITION

LnQ recognizes the efforts and hard work done by its direct sellers through its down line team to achieve the highest possible sales of its products. In recognition of the efforts and hard work of a team leader he is awarded Recognition by bestowing the following Ranks on the basis of total matching accumulated PV sales achieved by him/her from the date of his/her joining as given below:

S. No.	GENERATION	ACCUMULATIVE POINT VOLUME (PV)	RANK RECOGNITION
1	Generation 1	4800 BV	1 Star
2	Generation 2	19200 BV	2 Star
3	Generation 3	76800 BV	3 Star
4	Generation 4	307200 BV	4 Star
5	Generation 5	1228800 BV	5 Star
6	Generation 6	4915200 BV	6 Star
7	Generation 7	19660800 BV	7 Star
8	Generation 8	78643200 BV	Diamond
9	Generation 9	314572800 BV	Crown Prince
10	Generation 10	1258291200 BV	King of LnQ

Note: Rank Recognition Is Awarded Every Month



BUSINESS INCENTIVE

LnQ has devised a Business plan where in a Direct Seller can earn by transacting in products on exclusive pricing. Sale of these products in a team generates special points called as Business Volume (BV). These BV points are given to every Direct Seller in the upward network. Business Incentive is paid to the Direct Seller on every product sales/ Distribute and marketing in their team in the form of generations Income. This is the simplest form of compensation to compensate direct sellers on the business generated in different generations in their team. LnQ Plan rewards its direct sellers with 95% of BV sale and marketing by his/her team up to 10th generation as Business Incentive as mentioned in the below table:

S. NO.	GENERATION	INCENTIVE AS PER BV SALE AND MARKETING
1	Generation 1	25.00% of BV
2	Generation 2	16.66% of BV
3	Generation 3	12.50% of BV
4	Generation 4	8.33% of BV
5	Generation 5	7.50% of BV
6	Generation 6	6.66% of BV
7	Generation 7	5.80% of BV
8	Generation 8	5.00% of BV
9	Generation 9	4.20% of BV
10	Generation 10	3.33% of BV

For Example: You have accumulated below mentioned PV from different generations under your personal joined team:

Generation 1 – 8000 BV

Generation 2 – 30000 BV

Generation 3 – 80000 BV

Then, Business Incentive for you will be calculated as mentioned below.

Incentive from Generation 1 = $8000 \times 25\% = 2000 \text{ BV}^*1/- = 2000/-$

Incentive from Generation 2 = $30000 \times 16.66\% = 4998 \text{ BV}^*1/- = 4998/-$

Incentive from Generation 3 = $80000 \times 12.50\% = 10000 \text{ BV}^*1/- = 10000/-$

Total Business Incentive earned by you = $2000 + 4998 + 10000 = 16998/-$

Notes

- BV refers as Point Volume
- Value of 1 BV is equal to Rs. 1/-
- Business Incentive is calculated and paid on monthly basis.
- Closing Period: Business Incentive is calculated on the Business done between 1st and last day of every month.
- Payout Period: Business Incentive is paid to direct seller after 7th day from every closing period in a certain month.
- Active Business is calculated after all cancellations and refunds deducted from the current payout period.
- Company reserves the right to change / modify Business Incentive.

AWARDS & REWARDS

LnQ appreciates the hard work done by the Direct Sellers in promoting sales of Products in the form of Awards & Rewards. Direct Sellers can earn Awards & Rewards on the level of Business they have achieved. For more details on Awards & Rewards, please visit our website: www.lnqmarketing.com.

NOTES & DISCLAIMER

1. The Customer Registration is absolutely free and the company does not ask for any registration fee for it.
2. Calculations of Fortnight & monthly incentives will be carried out by the software systems only.
3. All necessary tax deductions from earned incomes and rewards would be made as per the Govt. laws.
4. All the illustrations and examples given herein are just for readers' understanding purpose.
5. All the calculations work on the pro rata basis.
6. LnQ Business Plan is a hardcore sales & marketing of its Products. It is not any type of money making scheme. It is not an overnight millionaire making program.
7. The incomes from any plan are subject to your efforts and as per terms & conditions given on the website: www.lnqmarketing.com.
8. Grievances or complaints, if any, shall be resolved in accordance with the Grievance Redressal Mechanism provided by the company or through arbitration as per laws of the land.
9. Disputes if any will be resolved in the legal jurisdiction of Hyderabad courts (Telengana, India) only.
10. All rights reserved. The company may change / amend / alter / update any income or payment calculation method without any prior information. For updates please visit our website: www.lnqmarketing.com.
11. Disclaimer – A Direct Seller's success depends in great part upon his or her skills, efforts, dedication, desire, and motivation. Becoming an Direct Seller of LnQ Marketing LLP is not a guarantee of income. Average income from the LnQ Business Plan has not been established. This explanation of the LnQ Business Plan is a description of how commissions may be earned under the LnQ Business Plan. It is for illustrative purposes only. There are no guarantees, warranties or assurances that any level of income, earnings or success will be earned or attained by any Direct Seller. Actual results will vary and will be a result of various factors such as expertise, ability, motivation and time spent promoting and selling LnQ Products.





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