

EMPOWERMENT
FOOD
NETWORK

ENSURING FOOD AND FINANCIAL
SECURITY IN AFRICA

About EFN

For as long as anyone can remember, Africa has been plagued by poverty and a persistence food crisis. Oftentimes we have to struggle with the availability and affordability of food.

This is because food, being essential to livelihood is mostly in short supply and when available, expensive.

The EMPOWERMENT FOOD NETWORK looks to solves both problems with one solution.

Our goal would be to provide affordable food for the Africans and at the same time create a business opportunity that allows people essentially profit from doing exactly what they do everyday, EAT!!!

Everyone eats and in Nigeria and Africa the list of what we mostly eat isn't really long. So at the EFN we would be kicking off with the most staple food for Nigerians and eventually expand to a full fledged grocery option location with a beautifully profitable plan that ensures people get wealthier shopping with us as opposed to getting poorer with each purchase made else where.

This documents details our business model, compensation plan proposition and a definition of our target market.

POINT 1

COMPENSATION PLAN

Our compensation plan would be an adaptation of the linear compensation plan.

THE LINEAR COMPENSATION PLAN

The linear compensation plan is the least complicated compensation plan and has the following attributes

1- it allows for people sponsor as many people as they want to sponsor directly

2- it allows natural leaders to emerge

3- it makes it easy for the company to manage growth as when the company grows there would be apparent leaders that can lead the others so the interface with the company would be basically through the leaders

4- it uses defined percentages that ensure distributor and company is clearly profitable so growth can't hurt the system

OUR SPECIFIC PLAN

For this plan to work we must create a margin of 45%.

This means that for a unit value(UV) of a pack of products that cost 50,000 naira in the open market we must source so efficiently that we can procure at a cost of 27,500 naira so that would allow for a 22,500 margin.

MARGIN SHARING FORMULA

Here's how we propose the margin is shared between the company, distributor and the final consumer

Margin compensation sharing formula		
Entity	Percentage	Justification
Company (EFN)	10%	This would be classified as our revenue as a company. This money would help pay for our expenses and account for our profits. This would be huge as the system grows
EFN partner(distributor)	10%	This would be cash back payable to everyone for what they buy from the system. It's important we hand some cash back as it'll serve as a motivator to our EFN partners
1st level Downline	5%	This is what would be paid to the EFN partner on the purchase of their first level Downline
2nd level Downline	3%	This is what would be paid to the EFN partner on the purchase of their second level Downline
3rd level Downline	2%	This is what would be paid on the purchase of their third level Downline
Platinum royalty bonus	1%	This is payment on everyone in their team when they reach the top 10 of the company as platinum partners
Incentives	4%	This would account for incentives like phones, cars, trips but would be calculated on miles stones and the company would also save money from here as usually a small number would always qualify within any system. So we would make money on those who don't achieve the incentives

BREAKDOWN OF REVENUE IN COMPENSATION PLAN

Using 50,000 as a test case based on the fact that we could purchase a 45% less market price, here's how the money would be distributed

Margin compensation sharing formula		
Entity	Percentage	Actual price based on a 50,000 consumer price
Cost or food items	55%	27,500
Company (EFN)	10%	5,000
EFN partner(distributor)	10%	5,000
1st level Downline	5%	2,500
2nd level Downline	3%	1,500
3rd level Downline	2%	1,000
Platinum royalty bonus	1%	500
Incentives	4%	2,000
TOTAL		50,000

COMPENSATION PLAN JOURNEY

Stage 1

EFN partner

Starter pack- 50,000(this is tentative)

This qualifies you as an EFN PARTNER

— as an EFN partner you can register multiple accounts for both yourself and your family members. This would encourage those who are very very serious and can afford the means to register multiple accounts and profit significantly from doing so

Stage 2

Bronze partner

Once you register your first 10 people directly(which can be done by simply registering 10 personal accounts or multiple accounts for your family members) you move up to become a bronze partner

Stage 3

SILVER PARTNER

Once 5 of your directly sponsored partners become bronze partners, you become a silver partner

Stage 4

GOLD PARTNER

Once 5 of your bronze partners become silver partners you become a gold partner

Stage 5

DIAMOND PARTNER

Once 5 of your silver partners become gold partners you become diamond

Stage 6

PLATINUM 1 PARTNER

Once 5 of your gold partners become diamond you become platinum

After you become platinum 1 you can build a whole new leg from EFN(this time you'll restart a new leg or business) and build to platinum to reach platinum 2 and platinum 3,4 &5

WHAT THE NUMBERS LOOK LIKE FOR THE COMPANY AS WE RAISE A PLATINUM(earnings and payout)

Earnings and payout for development a platinum business					
Level	Number in their network	Purchase	Payout across the whole compensation plan	Cost of food stuff	Margin for EFN
EFN PARTNER	1 person	50,000	17,500	27,500	5,000
BRONZE	11 people	550,000	192,500	302,500	55,000
SILVER	66 people	3,300,000	1,155,000	1,815,000	330,000
GOLD	396 people	19,800,000	6,930,000	10,890,000	1,980,000
DIAMOND	2,376 people	118,800,000	41,580,000	65,340,000	11,880,000
PLATINUM	14,256 people	712,800,000	249,480,000	392,040,000	71,280,000

POINT 2

OUR TARGET MARKET

Our target market would be 3 fold

1- low income groceries retailers

In suburban and rural Nigeria we usually have people who sell basic groceries in the streets and corners. These people usually would start with little to no capital and hence would only be able to buy a little inventory and usually at a very very high price with gives them a very little margin to profit from. Our model would provide a pathway for them to achieve BIG business status if they are willing to do the work.

In our model they would be able to buy and retail as usual, however they would get a cash back from us and possible direct and indirect bonuses from other people(possibly traders like themselves) who they introduce to buy from us through them as detailed in the compensation plan

2- Direct consumers

This would vary from low income to high income people who might not be so interested in retailing but want to buy what they use as wholesale consumers and would love to build a community of wholesale consumers just like themselves.

This would enable them build in accordance to the compensation plan and possible build a business that could

primarily save them money on some grocery items and make them a little money to perhaps keep body and soul together

3- Business Builders

Here we have designed a system for those who are hungry for success, who want to build a legacy, these people who get a chance to build a huge business that can pay millions monthly and have the opportunity to help them experience massive success.

4% INCENTIVE ALLOCATION

Our rule would be that every incentive decided upon must be one in which the activities of the specific team or leader can accommodate. This way we can remain profitable if everyone qualifies and more profitable if some qualify and some don't as those who don't qualify provide additional revenue that we can keep.

RULES

1- Each partner can open multiple accounts personally. There's no limit to the amount of accounts that can be opened by one person. However each account in the same name would be numbered accordingly as Tayo1, Tayo 2 etc..

2- There would be no pressure to buy anything each month. This means you wouldn't need to buy anything each month unless you have money in the system. Meaning, if you have money due to the activities of your Downline's, it'll take a purchase of at least one UV(unit value) to unlock that payment into your wallet and hence to your account

3- EFN pays 3 levels deep and then all levels deep of 1% to platinum partners. So essentially if you build strong, you get to earn all levels deep(you'll only not earn from the leg of anyone in your team who is also a platinum) however this should be a problem because you would always have a minimum of 4 other legs to earn from and you could also go ahead and rebuild a new platinum business

4- we would provide an automated commission system so nothing would be manually calculated

CONSULTANCY

For our work in

- Developing the and consistent review of the compensation plan
- Recruiting and consistently training the management team
- Developing all the materials for the compensation plan, training materials for both prospects and partners
- Strategy sessions with CHAIRMAN and management team consistently

We would love to be given a 1m fee each month additional to 1% of the profit calculated monthly.