

Network Marketing vs. Franchising

This presentation will explain how the Oxygen4Energy
Network Marketing Business Model compares to a
Franchise Business Model.



Benefits of Franchising



Established Brand

Comprehensive Training

Proven Marketing Strategies

Continuous Business Support

High Income Potential

Franchisor puts resources into ongoing R&D for new products



Drawbacks of Franchising



Six-Figure Start-up Cost

Takes 2-3 Years to Generate Profit

Work 60-70 Hours/Week

High Operational Cost

Revenue Limited per Location

Become a Slave to Your Business

Employee Headaches

Complex Accounting

Business Only Makes Money When it is Open



What Makes Network Marketing More Attractive

As with Franchising, Network Marketing companies provide training, marketing support and also invest in new products.

But Network Marketing also offers additional benefits that make it the better choice for Home Based Entrepreneurs:

- Low Startup
- High Income Potential
- Work from home
- Make Your Own Hours
- No Inventory
- No Difficult Accounting
- No Employees
- Low Operational Cost
- Get into Profit Quickly

Once established, your revenue can continue to grow, even if you stop working!

In addition to your own business, you can refer other “franchisees” and make money off them as well!



Network Marketing Offers True Leverage



Own ONE business, but get paid on the efforts
of MANY businesses!

This is TRUE Leverage!



With a Network Marketing MULTI-LEVEL Compensation Structure, not only can you get paid on the “franchisees” YOU REFER...

but on the ones THEY REFER...

and the ones THEY REFER...

and the ones THEY REFER...

Through UNLIMITED GENERATIONS of Referrals!

So instead of just generating revenue off of just your own business like in the Franchise model, you have the ability to generate revenue from hundreds or even thousands of other businesses, and potentially make money even when you are sleeping or on vacation once your network has been established!

Network Marketing vs. Franchising



	<u>Franchising</u>	<u>Network Marketing</u>
High Startup (six figures)	✓	
Low Startup (less than \$500)		✓
Employees Headaches	✓	
High Operational Expenses	✓	
Territory Limits	✓	
Benefit from Corporate Branding	✓	✓
High Income Potential	✓	✓
Work from Home		✓
Set your Own Hours		✓
Inventory Hassles	✓	
Complex Accounting	✓	
Proven Business System	✓	✓
Corporate Support Services	✓	✓
In-Depth Training	✓	✓
Strict Operational Guidelines	✓	
Refer other Business Owners and Get Paid on Their Efforts		✓
Potentially Generate Revenue (or even increase Revenue) when Not Working		✓