



The Wikaniko Business Opportunity

The UK's No 1 eco friendly work from home business

Introduction

Thank you for your interest in the business opportunity that is being offered. What you are about to discover is a whole new, easy, exciting, ethical, lucrative and legal way of making an extra income, working from home. In fact, the hardest thing about Wikaniko is trying to say the name.....it is pronounced 'We Can Eco'.

As the name implies, we offer eco-friendly, environmentally beneficial products. You are probably aware that there is so much talk these days about becoming more environmentally conscious that you cannot escape from it. Almost every day, a newspaper or magazine shouts out new headlines about what we are all doing to our world. Yet very few people even know where to begin!

Furthermore, rising fuel prices, the forthcoming world food shortage (along with escalating costs) and the credit squeeze are all recipes for disaster for many families, causing their already tight budgets to be decimated every time they watch the news on the telly.

All of the above creates a classic moment in time, whereby you can both help save the planet from all other nasty things we do to it, AND you can also help families stretch their budgets further by providing cost effective (and of course eco-friendly solutions) to their everyday needs. In doing so, you will make an extra income. How much of an extra income is entirely down to the effort you are willing to put in.

Furthermore, we have ensured that whilst you may not be able to retire with a fortune tucked under your mattress from our opportunity, (no legal alternative opportunity will be able to live up to that false claim these days) **you will**, without a shadow of a doubt make much more money than you do now. You will have immense fun along the way, whilst gaining a tremendous amount of self-satisfaction too. Lastly, we have designed the opportunity so that every single person in the country can begin making an income from Day 1, and help themselves get out of possible financial challenges caused by the pressures of modern living.

Indeed, everyone, without regard to their education, background, circumstances or financial position can make a rising income from Wikaniko! The opportunity is a great leveller, where everyone starts from the same base, with the same opportunity of making a wonderful future for themselves and their families, provided they do it legally and ethically.

The Opportunity

The main launch of the company was just before January 2009 following a pre launch phase. This was in order to ensure that all systems, logistics and marketing plans etc. were operating correctly and fairly. So now is an ideal time for any entrepreneur to position themselves to gain 'first mover' advantage. Already, it is

outstripping the performance of many 'work from home' businesses due to the brilliantly designed Income Plan. You have a window of about 18 months from this initial launch, to take advantage of being one of the major leaders in the company.

Co-operative Marketing

The opportunity is simple to understand. Wikaniko is a unique Co-operative marketing venture, whereby the main aim is to create a massive business, with sufficient profit to enable the company to sustain its growth, yet to give as much back as it can to the distributors that are contributing to the success of the company. By doing this, we all gain.

The products are rock solid eco friendly everyday household products - not fad products. They range from the bread and butter household products such as degradable plastic bags and refuse sacks etc. through to personal care products, luxury beauty products, energy saving gadgets, garden products, water saving products etc. In fact, over almost 700 products have been sourced (the aim is to have more than 1000 products eventually) and other services etc. will be added as the business progresses.

Altogether, 12 'routes to market' (ways of promoting your products) have been identified. These include delivery of the Home Shopping catalogues door to door, leafleting that concentrates on certain products (this proved to be enormously successful in trials), relationship marketing (friends and family sales), Party plan type of events with the Cosmetics catalogue, plus craft fairs and local shows etc. So there are numerous non-confrontational methods for everyone to be able to use, in order to make sales. (Sales via online auction sites are strictly prohibited)

Wikaniko has also created some extraordinary online and offline marketing methods, to ensure that you can get people to visit your online shop, and that you can get your name known in the local community too. Most of these methods are both FREE to the distributor, and free to the customer or user (one of the methods actually involves giving away free products!).

One of the mainstays of the business model is the ability not only to get initial sales, but to make repeat sales too. Many of the products allow for repeat sales – so not only do you gain by finding new customers; you gain by continuing to look after your existing customers. Our phones are constantly ringing with people wishing to repeat order for our bread and butter products – just from the initial trials!

Training, etc.

Although the business is very simple, we feel that everyone can benefit from the excellent free training resources that are available. The learning is carried out online, in the comfort of your own home or office. We do not advocate travelling to meetings, renting hotel rooms etc. as this increases everyone's carbon footprints dramatically. Instead, local Home Meetings will be arranged through Team Managers and National Distributors.

Furthermore, there is comprehensive support available through the Wikaniko Support Team – people that have had enormous proven success in the home business industry.

How The Business (and the Money) Works

Again, we have made this as simple, and as affordable as possible. Join as a Wikaniko Distributor for just £48. For this admin fee, you get a small starter pack, a full online replicated web site with both your 'shop front' and your members Home Office, with access to training, online tools, etc, etc.

The annual renewal fee is just £12. The monthly qualification to receive all your commissions etc as a distributor is very small and is more than likely to be made up of products that you are purchasing for your own or your family's use or for retail. The marketing plan is, like everything else at Wikaniko, very simple to understand. We make a profit between buying the products at cost (taking into account all of the associated overheads) and then wholesaling them to you, the distributor. Each product has a different profit margin. The more we can buy, the better the profit margin.

So, very cleverly, we have worked out a value of each product, based on the profit margin that is available on the product. You get paid on the value that is available, so you know that each and every time you are getting the best profit from the products, via Co-operative Marketing.

It is also interesting to note that Wikaniko pays out far higher commissions than any similar business! For example, the commissions on your personal sales range from a massive **33% to 45%** wholesale to retail profit, enabling you to attract a regular weekly income for putting in some effort.

As a person that is into eco-friendly products, and who promotes the products etc. avidly, it stands to reason that you should use them yourself! You would look a bit silly walking down the street with Tesco's carrier bags in your hands, and then advising your friends to buy a reusable shopping bag.... Fortunately, just by using the products instead of the ones you would normally buy from the supermarket, you will save a great deal of money (whilst saving the planet too) which helps with your monthly budget. Don't ever forget this.

Secondly, as a Wikaniko distributor, your next task is to show the products to others, and make an extra income for yourself. This is so easy to do, as there are some fabulous products. In fact, if you offer the products to others you cannot actually fail to make an income! (Take note though – the only place where success comes before work is in the dictionary. If you are not helping to spread the word, you aren't earning any money for yourself)

You can also form other 'branches' or 'teams' or 'legs' around the country, and earn an override on the profitability of those branches. By doing this, you can build up a healthy monthly income, whilst making the world a better place. You can also take on 'Customer Members' via an innovative process whereby members of the public can go to your own web site shop and purchase products, along with other incentives and activities etc. Should they become Customer Members, they will be allocated to you to further boost your income, without you lifting a finger!

As a person who is building a business from home, it is easy to think that you can make some 'under the table' cash, which the authorities don't know about, or won't get to know about. How wrong can you be! At Wikaniko, this is classed as very short term thinking, and indeed, a major factor in the prevention of true progress. A distributor with this kind of thinking then feels that they should not promote the opportunity too much, in case they are exposed to the tax man or come to their

attention. So they prevent themselves from building a big business!

To this end, Wikaniko distributors have their own 'in house' bookkeeping system, designed to keep their tax affairs in order, do their tax returns for them, and claim exactly what they are entitled to as a self employed person. Indeed, you would actually be around £80 - £100 per month better off just by using the service – and before you have even sold a product!

The Wikaniko Stamp Reward Scheme

Another unique part of the Wikaniko opportunity is our stamp reward scheme for both customers and distributors!

Do you remember Green Shield stamps? If you don't, let me explain.

When you shopped in certain shops in the 70's, you were given stamps to stick in your stamp book. When you filled up a book, you could exchange them for extra gifts. This scheme was extremely popular at the time, then eventually it transformed into the Argos shopping catalogue chain.

*At Wikaniko, we have our own - and proving extremely popular - **online** version of the Green Shield stamps!*

Your customers can shop online, and receive virtual stamps to stick into their online books. Once a book is full, they can exchange these for further goods, representing a great incentive for your customer to regularly purchase their products from your shop.

As a distributor, the Wikaniko Stamp Reward Scheme provides all distributors with extra rewards, outside of the marketing plan. Stamps can be obtained for achieving a myriad of simple tasks, and for purchasing certain products, etc. The completed books are like 'shares' in the company, where the value of the books rise as the company grows. Of course, the stamps can also be used to obtain further products, or redeem for cash.

It is an immensely popular scheme, and great fun too.

So as a Wikaniko distributor, you:

Save money by buying products you normally use at wholesale instead of retail;

Make money by retailing to new customers, and servicing repeat orders;

Make money from your web sales;

Make an override by helping others to set up their own Wikaniko branch;

Reduce your tax bill by using the in house bookkeeping service;

Obtain further rewards via the Stamp Reward scheme

Learn more about the world we live in, in order to teach others; and

Save some dolphins and turtles along the way.

We can't think of another more worthwhile cause, or better way to make some more income – can you?

Summary

We are looking for volunteers, not conscripts!

Wikaniko doesn't actually need your money. The company is cash rich. We don't need 'prima donnas' either – the world is full of them. We are looking for individuals who really - we mean **really** want to take a wonderful opportunity, grasp it with both hands, and run with it. If you are that person, it is an incredible opportunity for you. As stated, the company has gone through the pre-launch phase - the most scary phase of any business. As the company enters its growth phase things will

accelerate massively, and it will probably be a question of hanging on for the ride of your life!

If you are prepared to work with us and help us expand in the growth phase, we will, as a Team, flourish and thrive. You will, as a person, grow in stature. You will learn an amazing amount about the world we live in, what we are doing to it and how we can prevent it – some of which will frighten you silly. You will gain an income that will help you and your family massively, as we all plunge deeper and deeper into the financial crisis that the world has got itself in. And you will gain a further income by helping others who wish to improve their circumstances.

All in all, with Wikaniko, you will experience a different and very exciting way of living, working, earning, and educating – that we absolutely guarantee

So if you are not looking for an easy ride, need some real excitement and enjoyment in your life working with people who enjoy life, would love to save the planet, need more income, want to help others, and are neither miserable, whingy or negative, join us as fast as possible.

If on the other hand, you do not fit that criteria, please join someone else's business.

How to proceed:

If you have had sufficient information and wish to join us, fill in the distributor application form and return it to the person that introduced you to the business that is being offered.

If you have any questions please call us for an informal discussion on 01263 800611

The Wikaniko Team

www.wikaniko.com

Statutory warning

It is illegal for a promoter or participant in a trading scheme to persuade anyone to make a payment by promising benefits from getting other people to join. Do not be misled that high earnings can be easily achieved