

LRI Industry Report™

Kleeneze™ and the Shakeout! Boom

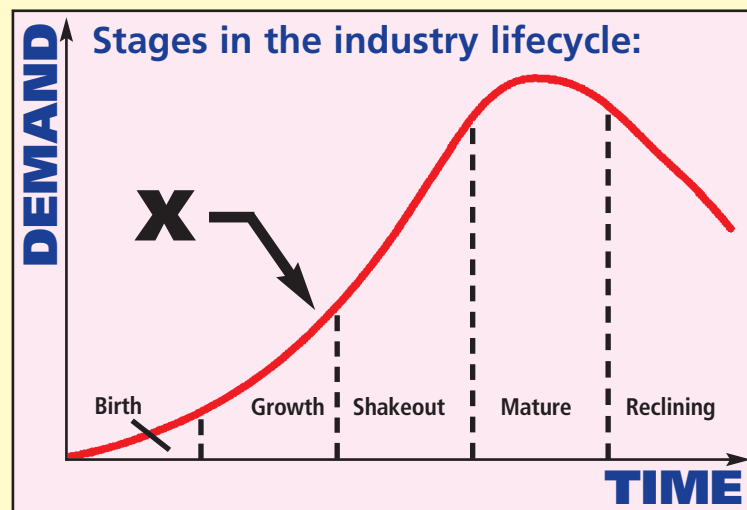
Will Kleeneze succeed in the new boom of Network Marketing in Europe?

The ‘Shakeout’ stage of an industry’s Lifecycle is when fortunes are made. It is the development stage that follows the wild and entrepreneurial ‘Growth’ stage when an industry is pioneered. It is the stage when Nokia, Microsoft, Vodafone, Dell, Body Shop and Google became famous. When the extra-ordinary growth and profits created extra-ordinary incomes. When owners and company leaders got rich.

If an industry has major trends driving it then it’s the Industry Lifecycle that provides the simple answer to the question – *When should I join an industry?*

Joining an industry in the ‘Birth’ or ‘Growth’ stage has the greatest potential to grow YET there is a 99% chance that the business you joined will fail.

The best time to join an industry is in the Shakeout stage [Point X]. The business concept is proven and markets are pioneered. This is when the strong companies strengthen their businesses and sales explode.



Network Marketing

After its ‘Growth Stage’ boom pioneering 100 countries and creating 80 billion in sales, Network Marketing/Direct Sales has now fundamentally changed and now entered its Shakeout Stage of Growth.

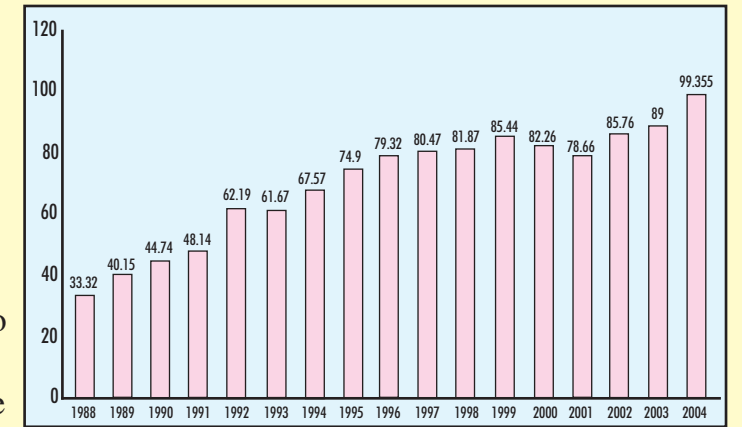
In the past twenty years of its ‘Growth’ stage, every country has been opened, nearly every product and plan concept pioneered. The high ‘Growth Stage’ failure rate has meant that Network Marketing has attracted a negative public image.

After the recent boom in Network Marketing, some ask whether the growth opportunities are now finished. Those who had a negative experience, or know others who did not succeed find it difficult to believe the industry could boom again. These people will miss out on a major financial opportunity.

The WFDSA chart of global sales in US\$ [on right] clearly shows the global boom, industry refocus period and now new boom - 30% global growth in just 3 years. What it does not show is that nearly every country is growing.

A significant development is that the growth is lead by the big companies rather than new companies. The major reason for this is believed to be that the high failure rate of new companies in the Growth Stage means that Network Leaders, the key driver of growth, are only interested in secure successful companies.

The new SHAKEOUT boom means that Network Marketing is the ‘Right Place at the Right Time.’ It is the perfect time to join the industry. Our only advice is that you must join a strong company.



Kleeneze

Kleeneze is becoming one of Europe’s leaders in Network Marketing after becoming the No1 Network Marketing company in the UK. After years of continuous growth, it has begun its expansion across Europe and the reasons for its success are clear:

1. People buy from catalogues delivered to their home. Most people find something they want, especially with large ranges and low prices with convenient delivery. Thus the catalogues do the selling which overcomes one of the biggest blocks to making money in Network Marketing.
2. Kleeneze has perfected its catalogue and supply system, thus as long as catalogues go out, retail sales are made. This retail sales strength means networks can last for decades.
3. Kleeneze’s leadership opportunity has proven itself against the world’s best in the UK where it has grown to No1 status in sales with many leaders on residual incomes. Competitive commissions, car plan and travel incentives plus the security of public-listed status ensures appeal to new people wanting leadership rewards.

For the reasons above, LRI believes Kleeneze has a competitive and unique market offer. There does not seem to be any restriction to growth across Europe. Even in its home market of the UK, Kleeneze has reached less than 20% of its potential size.

LRI is confident to predict that Kleeneze will be one of the companies to lead the Shakeout boom in Europe. Sales in excess of 1billion are likely within a decade, limited only by the company expansion programme and network leadership.

Ludbrook Research International [LRI] is a strategic research company focused on the Direct Sales and hyper-growth industries. Edward Ludbrook is recognised as a world authority on the industry of Network Marketing who has sold more than 2 million books and audios in 20 languages. His new industry book - ‘Shakeout!’ explains why Network Marketing is booming again. For his FREE online newsletter go to www.ludbrook.com

Neither LRI nor Mr Ludbrook have any financial involvement with Kleeneze and neither the company nor its representatives have paid for nor endorsed this independent report.

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