

16 Point Business Evaluation Checklist

Key Points to Consider	Website Reference
1. Do the products represent good value to the end consumer? In other words is it a "real" product that solves real problems for real people?	Go to: About Us section – read our testimonials page and decide for yourself.
2. Would you buy these products even if there was no business opportunity attached to it?	Refer Point 1 above
3. Are the products something that you would tell others about?	Refer Point 1 above
4. Are the products able to be sold in retail outlets?	Yes. Refer Earn Income section – ONE Group MCE
5. Are the products in a market/industry that is huge and expanding?	Yes. Refer Earn Income section - select Part-time business/income – the organics industry
6. Is the timing of the product offer towards the beginning or the end of its life cycle? (E.g. You wouldn't now sell vinyl records if you were in the music industry.)	Yes. Refer Earn Income section – the organics industry
7. Do the products have a unique and sustainable point of difference?	Yes. Browse the About Us and Education sections
8. Are the products such that they require repeat purchasing? (i.e. not restricted to just a once-off purchase?)	Yes. Browse through our Product section
9. Can consumers simply switch brands to use the products so that they don't have to start spending extra dollars? (i.e. are these type of products already in common use and part of people's normal spending patterns?)	Yes. Browse through our Product section and notice how many products are already commonly used.
10. Is there a sound business model to leverage your earning capacity by employing the efforts of others? (For all successful business people who never had immediate access to a large investment capital; this was and, still is their most critical success factor.)	Yes. Refer Earn Income section – select Part-time business/income – ONE Group MCE and hear/see Brilliant Compensation audio/video presentation
11. Can I quickly recover my costs and start earning a profit?	Yes. Refer Earn Income section – select Part-time business/income – How to start.
12. What commitment of my time and effort is required on an ongoing basis?	Refer Earn Income section Mi-Suitability Test
13. Can this business be done online?	Yes. Refer Product shopping cart and/or

	click on Join Now button
14.If so, is there a fully functional website that educates and sells?	Yes. You're looking at it.
15.Are there proven strategies to drive people to the website?	Yes. Refer Earn Income section – select Part-time business/income – marketing strategies
16.Have you experienced a selling style that is based on “no secrets”, “no hype”, and “no pressure” from the company representative? In other words, does the company advocate promoting it’s products with an open, honest and respectful sales philosophy?	Yes. What you see is what you get. We constantly seek to improve our customer service. Refer Contact Us section – give feedback.

Next Step after evaluating our business opportunity:

Make an appointment to speak to your ONE Group Representative