

Katarzyna and Artur Trawiński,
Owners of FM GROUP Poland

THE WORLD BELONGS TO US

Although they are really young, they are the owners of one of the fastest growing Polish companies engaged in multilevel marketing.

Katarzyna and Artur Trawiński from FM GROUP Poland have been distributing products for five years, and thousands of people worldwide reach them every day.

Many people are surprised when they hear that FM GROUP is a Polish company. Especially, that you can buy FM GROUP products nearly all over the world.

Artur Trawiński: That's true. Some still cannot get used to the idea that a Polish company and Polish products can gain success and not just in Europe but virtually around the world. In Poland, some people are still impressed with everything that's "Western", even if the description on the package clearly shows that the goods have been produced in Asia or Africa. However, an increasing part of our clients consciously reach for FM GROUP products, appreciating the fact that they are Polish and that exactly the same products are used by consumers, for example, in Italy, Russia, United States, in Japan or Australia.

What does the international success of FM GROUP result of?

Artur Trawiński: The success of FM GROUP is based on two pillars. The first is good, universal and rapidly rotating products of everyday use enjoyed by people worldwide, regardless of age, gender or education. The second pillar is the distribution system adapted to these products - in our case it is multilevel marketing.

It would seem that multilevel marketing is not a very popular form of selling products in Poland, but the prosperity of the company founded by you shows that the opposite is true...

Katarzyna Trawińska: In Poland there is still no reliable information on multilevel marketing, and image of distributors cooperating with companies from the MLM sector is sometimes distorted. However, more and more people who decide to start acting in multilevel marketing, discover that MLM is just business. And it is good business, in which the progress and amount of earnings depends only on the effort you put in your own work.

Where did the idea to distribute the products through MLM come from?

Artur Trawiński: I had an opportunity to learn about the MLM system while staying in Australia. There, direct sales and multilevel marketing is very popular. They are recognized channels of distribution, which bring tangible benefits and are an alternative to traditional forms of employment. After returning to Poland I wanted to use my knowledge and experience. Other companies, both Polish and foreign, have been present in the Polish market for a few years, so I knew that the system works in our Polish realities. The only thing to do was to develop an effective marketing plan for distributors and offer a product that would be attractive both in terms of quality and price.

Perfumes appeared first in the FM GROUP product line.

Katarzyna Trawińska: Perfumes and perfumed waters. So far, though we have considerably expanded the range, they are our main products. Currently in the FM GROUP offer there are over 160 different scents.

Artur Trawiński: I chose perfumes because my family has been involved in their production for years. I had to be sure that we can offer very good products to customers and continually monitor their quality. Therefore, all FM GROUP perfumed products are manufactured on the basis of original fragrance compositions made by creators from the German company Drom Fragrances, and perfumes and perfumed waters are produced by the family company - Perfand. I want to emphasize that our products are very popular in the countries of Western Europe, Italy, Greece, so the markets, which were considered by some experts as oversupplied markets. This shows that a good product will always find a buyer, regardless of how big the competition is.

When did you make a decision to extend products that you are offering?

Katarzyna Trawińska: Pretty fast. At the beginning, we tried to build a consistent offer around available fragrance compositions - at the request of our distributors, the best selling scents of perfumes and perfumed waters have been supplemented with perfumed body care products, among other things balms, shower gels, hair perfumes, antiperspirants, hand creams, shaving foam, etc. This is the way the entire FM perfume lines were created.

Artur Trawiński: At the end of last year we introduced a series of FM GROUP FOR HOME products including dozens of products for cleaning and home care, mainly household products. Roughly twice a year we introduce new products to add to this series. We're also working on a special line of car cosmetics, which will be named FM GROUP CAR CARE.

What about FM GROUP Mobile?

Artur Trawiński: FM GROUP Mobile is a unique project and we have worked on its introduction for over two years. Specifically when working in multilevel marketing it requires frequent contact with many people, including contact by telephone. This resulted in the idea to create a mobile phone service FM GROUP Mobile, which would be a tool for work, and at the same time additional attractive product for sale for distributors. FM GROUP Mobile is a virtual operator of mobile telephony, which operates using infrastructure of Polkomtel SA, one of the largest operators in Poland. Thanks to this, from 5 October, distributors of FM GROUP Poland can benefit from the telephone services both for the fee and on the pre-paid card. They can also buy modern telephones. We have also developed special offer for external customers who are not FM GROUP distributors.

Perfumes, cleaning agents, mobile telephony... What else do you want to offer to your customers?

Katarzyna Trawińska: In the coming months we want to introduce a collection of cosmetics FM GROUP MAKE UP. This is a series of modern makeup cosmetics, which is based primarily on mineral ingredients with caring properties. We have been working on them for a long time, because we would like these products to be as popular as perfumes, household chemicals and FM GROUP Mobile.

Artur Trawiński: Such a large range of products may surprise people who are not familiar with multilevel marketing. However, all our products are put on the market in response to specific needs of our distributors who have direct contact with the customers and know their needs. In MLM, good communication is very important. FM GROUP Leaders have the possibility to give proposals concerning the introduction of new goods and services. We collect and analyze all these proposals and if we see a potential in them, we begin to work on creating an optimal product.

Katarzyna Trawińska: Paradoxically, the dynamic foreign expansion makes it a bit difficult for us to work on new products. It is because from the beginning we wanted the distributors in each country to benefit from the same marketing materials, catalogs and product offerings. Hence all the products prepared by us are adapted to the legal requirements of each country in which FM GROUP operates.

How does your company notify customers about new products?

Katarzyna Trawińska: As Artur has already mentioned, the most important thing in multilevel marketing is good communication. Our company contacts the external customers through an international network of distributors. That is why we place so much emphasis on relations with our distributors. Each of them, and there are over 370 000 of them worldwide, has a chance to communicate with FM GROUP via different channels - regularly we publish product catalogs, flyers and we prepare marketing and training materials. We present the most important information on the website, moreover,

distributors may contact their local Call Center departments at any time, where the consultants provide information on current product offerings.

Artur Trawiński: But that's not all. We organize national and international training meetings, in which distributors, in a friendly and easy to assimilate form, receive information about FM GROUP products and services, improve their managerial and trade skills, integrate and share experiences. We deliberately abandoned the popular forms of marketing and we invest in the trainings because MLM is based on the respect and credibility of a distributor. If a person close to me - brother, friend, neighbour - vouches for the quality of the product, who uses it and is satisfied with it, I will try it too more eagerly than when a hired actor in the advertising spot encourages me to buy it.

What are your plans for the nearest future connected with FM GROUP?

Artur Trawiński: I have to admit that we have wide plans. Now we focus primarily on the expansion on Asian and South-American markets. In the near future, we enter to Brazil, Indonesia and Thailand with the products' offer. We also want to work intensively on the development of existing networks in Argentina and the Philippines. On the other hand, in all the countries where FM GROUP operates, we will implement the FM GROUP MAKE UP project. In addition, we are constantly working on raising quality of products already available, so that they are still competitive.

Katarzyna Trawińska: As for FM GROUP in Poland, we want to introduce next incentive programs and continue the trainings. In October, in Wroclaw we began a series of nationwide training meetings, which will regularly take place in the largest cities in Poland. I would also like to introduce a newsletter for the Polish distributors, where in addition to information about the training, there would be inspiring interviews with the leaders and interesting life style articles provided.