

# Direct selling doorway for entrepreneurs

With the national unemployment rate sitting at 25.2% and job creation a particular focus on the current economic agenda, developing entrepreneurs is one possible solution. While there are various forms of entrepreneurship, direct selling is fast becoming a popular option. It has grown exponentially globally and the reason is that it offers a low-cost business and flexible income, generating opportunities for millions of people.



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Raj Parshotam, GM of Amway Southern Africa says, "Direct selling provides affordable, low cost micro-business opportunities to those in all age, social and ethnic groups. There is a low barrier to entry and training through mentorship is provided to develop the skills needed to build a successful business."

The Direct Selling Association (DSA) is a national business association that represents direct selling companies with the highest level of business ethics and in 2012, the DSA released industry statistics reflecting a 12.4% growth achieved by the industry. It showed an average growth over the last three years of 10.3% during a time when many other industries were at a decline.

"The direct selling model has turned thousands of South Africans into entrepreneurs and provided other avenues for business savvy people unable to find permanent employment in an increasingly competitive market. With 59.4% of the unemployed searching for work without a matric, it makes direct selling an ideal business vehicle," concludes Parshotam.

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