

Value of a Good Inventory

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Building & maintaining a good inventory is the first step toward establishing a strong personal care consulting business. Just as you depend on your florist to carry fresh flowers, your clients depend on you to have products on hand when they need them. By planning ahead for your client's needs, you'll be able to provide immediate product delivery. In addition to saving time & money, a good inventory will motivate you to reach higher sales goals, increase client satisfaction, & reduce business costs.

Keep in mind that you are starting **YOUR OWN BUSINESS** & inventory is **KEY** to success in business. Can you imagine the difficulty of a retail store opening for business with a minimum inventory versus the same store with a full & complete selection of merchandise?

OUR FIRST FEAR - BORROWING Many bankers are more willing to loan to a good stable woman, regardless of age, because generally, she has a good repayment record. (*I guess that means if we decide to do something, we usually do it!*) Also, remember that bankers appreciate the security of a **MARY KAY** business, that you have a **90% REFUND GUARANTEE**. If you have ever financed an automobile & somehow found the money to repay the loan (many thousands more for a much longer time) . . . why would you hesitate to finance a small amount to start a business that could double or triple your income & provide future financial security? Money that *doubles* in value (buy for \$5 & sell for \$10) is an investment, not a debt!!

OUR SECOND FEAR - INTEREST RATES "*Are they too high?*" "*Should I only order a minimum amount?*" Do you realize there is only a \$30 difference between borrowing \$3000 for six months at 18% versus 14%? Do you realize that if you borrow \$600 at 18% for six months versus borrowing \$3000, that it is only \$90 more? Remember that interest paid is like a service fee for the privilege of using other people's money to run your own business. And . . . it is deductible as a business expense!

OUR THIRD FEAR - CAN I PAY IT OFF? The average class (3 to 4 people) will conservatively yield sales of approximately \$200. Keep in mind that you will also receive repeat orders that bring a 50% profit! What does that mean? Simply this: If you begin your business with the Career Package & you hold just ONE class & ONE facial per week, you will have your payment & realize some profit, too. But more importantly, you now have \$3600 in product *that you own*, & that is valued at \$7200 when you sell it! But . . . what if you hold 3 or 4 appointments each week, plus your reorders, plus recruiting commissions? Figure it up - it will amaze you!

And . . . don't make the mistake of thinking that because you now have a full store you won't have to order until it's gone. The Career Package is just the jumping start for growth & future income. Keep your product inventory up-to-date & plan for future growth by first maintaining, then increasing your volume gradually as your business activity dictates! Replace what you sell EACH MONTH!!

Planning a good inventory is vital to building a strong & growing business. You can't sell what you don't have. And NEVER, NEVER spend the 60% that belongs to your business. As long as you have adequate inventory, you can convert into more money.

INVE\$T IN YOUR BU\$INE\$\$ - BE A STAR TOO!

**Your education
is key
to your success!**

