



**COMPARITIVE ANALYSIS of
DewSoft Product, its 1:2 Network Marketing Plan
With
Other Companies promoting 1:1 Network Marketing Plan**

Total Number of Pages 5

FACTS ABOUT BUSINESS DEVELOPMENT IN NETWORK MARKETING

In Networking, When you start building your business, you work on one side which leads to more number of sales in one side, commonly known as the heavier side, or stronger side. This is required to create a team with depth. 99.9% of Leaders have One leg Stronger, which is an undisputed fact. DewSoft's 1:2 Capitalizes on this very basic of Network marketing making it the BEST PRODUCT BACKED BY THE WORLD'S BEST Incentive Earning Program. All Mathematical Calculations in this Comparison assume that that the Channel Partner's one side is heavy.

DewSoft 1: 2 Network Marketing Plan	Standard 1: 1 Marketing Plan	Remarks
Price : Rs.7000	Price: Rs.11000	Local Company is 57% MORE EXPENSIVE
On a sale of 17 packages, he makes Rs.21000/- which is almost Rs.1235 Per Sale	On a sale of 17 Person one makes 17000, which is Rs.1000 per sale	DewSoft pays you MORE THAN 24% FOR THE SAME AMOUNT OF WORK AT BASIC LEVEL
Cap of Rs.1,50,000 achieved by doing 125 sales only that is business of 123x 7000=Rs.8,47,000/-	Cap of Rs.1,75,000 achieved by doing 175 sales, that is business of 175x 11000= Rs. 19,25,000	In Local Company you have to generate 02 TIMES Business Volume to Achieve Level of Cap
If Royalty is achieved at 1250 Sales, then in DewSoft by doing 417 Sales you achieve Royalty. In Business terms if you generate business of 417x7000= Rs.29,19,000/-	If Royalty is achieved at 1250 Sales, then in DewSoft by doing 625 Sales you achieve Royalty. In Business terms if you generate business of 625 x 11,000= Rs.68,75,000	You achieve your TARGETS ALMOST 02 TIMES FASTER. Higher Levels of Recognition, Faster Achieved, More Benefits.
<ul style="list-style-type: none"> • Grow your business across the world the product is world class and world accepted • Do Business in SIKKIM, NEPAL, J&K, Permission already available • TO promote, all u need is demo CD of our world class product. • No Inventory, Everything Online 	<ul style="list-style-type: none"> • Restricted to Gujarat/Local States, • NEED VAT Registration for Each State/City where working. Must sell through Retail Shops, otherwise ILLEGAL • Need Licenses Agent to Sell Insurance, otherwise ILLEGAL • High Investments, High Inventory, High Risk 	<p>GO with DewSoft. Be a Free Bird, You require absolutely nothing to start the business, No Registrations etc.</p> <p>DewSoft is absolutely affordable, Risk Free Business, which requires you to maintain no Inventory, Stock or any botheration</p>
The RESULTANT DewSoft is a CLEAR WINNER	LOCAL COMPANY IS A COMPLETE LOSER	DewSoft Rewards you 02 TIMES MORE, 02 TIMES FASTER, IS 57% CHEAPER. THE WORLD IS UR PLAYGROUND.

PRODUCT COMPARISON		
DewSoft	LOCAL COMPANY	OBSERVATION
<ul style="list-style-type: none"> More than 200 programs to choose from More than 500 Tests to Choose From Hindi to English Language Training Website, Virtual Office, Software Quality Controlled, Unmatched by anyone in the Industry Everything made and owned by DewSoft, All expertise is available within DewSoft is the largest eLearning Company in INDIA and one of the Largest in the world. The world is your market, everyone needs education. 	<ul style="list-style-type: none"> REEBOK KIT easily available in the Market for Rs.2990/- (wholesale cost is 20% less available from DewSoft) Tour and Travel Plan Coupon is available just a gimmick, is available for Rs.150/- Dependency on 3rd Party, It never works for a long time. Cheap products, Rejected Products are available below the market price, which will spoil the image. No Control on Quality, workmanship, etc. Main motto is cheap price. 	<p>DewSoft Product is atleast 100 TIMES BETTER, useful and in lines with the expectations of the market in the world today.</p>
<ul style="list-style-type: none"> Annual Market of eLearning is Rs. 270,000 Crores Worldwide and will only grow with coming times Product Quality is Acceptable around the world, More than 19,00,000 Satisfied Users Across the World Product Valued at Going By the Market, Atleast Rs. 2,00,000/- 	<ul style="list-style-type: none"> Local Unresponsive products, easily available in the Local market for 1/3 to 1/4 the Selling Price. No fixed Product, today one, tomorrow another. Logistics, Delivery, Transportation, Reselling shall always be a problem 	<p>DewSoft wins absolutely.</p> <p>Why will anyone buy from the local company at 3-4 times the price that product is available in the local market.</p> <p>Why???</p>
		
<ul style="list-style-type: none"> The Channel Partner takes Pride in dealing with Education, eLearning, Trends of Times 	<ul style="list-style-type: none"> The Channel Partner is always confused. Relation with Cheap, Unwanted Products, will lead to frustration 	<p>Move up the higher Social Ladder with your Association with DewSoft.</p>

MANAGEMENT, SUPPORT AND SYSTEMS

DewSoft	LOCAL COMPANY	OBSERVATION
<ul style="list-style-type: none"> • Highly Educated people, MBAs, CAs, MCAs, with International Exposure and Fame • Strong Knowledge of Industry, Product, Technical, Knowhow. Have worked flawlessly over 11 Years • Tried, Tested, over 11 Years of Rich Experience , Unmatched in the Industry. • Single Ownership, Quick Decisions based on Education and Experience. • Owners/ Employees are not involved in Business, Creates Unbiased Approach in establishing Business. 	<ul style="list-style-type: none"> • Illiterate, Uneducated, Group of Networkers. • No Industry or Product Knowledge or Any Knowledge of Technical Operations. • 1 year of Undercover work, 3 Months of Open Work, Yet No website, No Product, No System, COMPLETE FAILURE. • Multiple Ownership, Owners/Employees are ALL INVOLVED IN BUSINESS. Shall leave to Quarrels, LEG PULLING, BLAME GAME, EVERYTHING WRONG POSSIBLE. 	<p>There is no Comparison between the DewSoft and the New Entities.</p> <p>New Companies promoted by Networkers open in hundreds everyday, take money and vanish. To run companies, you need Stability, Vision and Some Mission, besides a network of Motivated People.</p> <p>These are called fly by night operators, who promise the world and show wrong comparisons, play with your mind and take your money leaving you to feel foolish for the rest of your lives.</p>
<ul style="list-style-type: none"> • STANDARDIZED AND QUALITY EDUCATION IS THE OBJECTIVE, WITH CLEAR VISION, AND MISSION STATEMENT • University Campus Under Construction in Punjab, INDIA to ensure long term business Vision of the Company 	<ul style="list-style-type: none"> • NO Objective, Mission, or Vision Statement. Infact the Promoters do not even know, whether there is something like this. • Today, Reebok, Insurance, Tomorrow something else. Market cannot be defined, ever. 	<p>Association with DewSoft is a Clear Winner. Need we say More.</p> <p>You can only be blind or foolish, if you join the other company.</p>



Calculation on the Number of Sales Basis, irrespective of the product price.

Distance to Cover	Number of Sales	DewSoft Incentive Earned	Local Company Earning	Difference	OBSERVATION
1 Mile	17	21,000	17,000	4,000	In DewSoft You EARN 24% MORE on the basis of NUMBER OF SALES
25 Miles	425	5,25,000	4,25,000	1,00,000	
100 Miles	1,700	21,00,000	17,00,000	4,00,000	
500 Miles	8,500	1,05,00,000	85,00,000	20,00,000	
1000 Miles	17,000	2,10,00,000	170,00,000	40,00,000	

But since the product price is different, we will calculate using the incentive earned on the basis of the business volume generated.

DewSoft Product Price : Rs.7000/-

Local Company Product Price: Rs.11000/-

A	B	C	'Director	E		F	G	H
Distance to Cover	DewSoft No. Of Sales Reqd	Local Co. No. Of Sales Reqd.	DewSoft Business Volume	Lcl. Co. Business Volume	For the same business Vol. as done by Lcl. Co., In DewSoft one would have achieved	DewSoft Number of Sales	Lcl Co. Incentive earned	Incentive earned in DewSoft
1 Mile	17	25	1,19,000	2,75,000		39	25,000	48,165
25 Miles	425	625	29,75,000	68,75,000		982	6,25,000	12,12,770
100 Miles	1700	2,500	1,19,00,000	2,75,00,000		3,928	25,00,000	48,51,080
250 Miles	4250	6,250	2,97,50,000	6,87,50,000		9,821	62,50,000	1,21,28,935
500 Miles	8500	12,500	5,95,00,000	13,75,00,000		19,642	1,25,00,000	2,42,57,870
1000 Miles	17000	25,000	11,90,00,000	27,50,00,000		39,285	2,50,00,000	4,85,16,975

Column F: Equates the number of sales One would have achieved in DewSoft, in the same business volume as done in Local Company.

Column G: Denotes, the Incentive earned by generating that business in Local Company

Column H: Denotes the Incentive as earned by generating that business in DewSoft.

Column I: Denotes that DewSoft Pays almost TWICE as compared to the local company based on business Volume

IN DEWSOFT ONE EARNS ALMOST TWICE AS MUCH, TWICE AS FAST, IS 57% CHEAPER