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Avon will continue to help women entrepreneurs

AVON Malaysia has pledged to continue contributing towards helping Malaysian women to be self-reliant by encouraging them to participate in Avon's franchise network nationwide.

This was conveyed by Avon Products Inc chief executive officer Charles R. Perrin during his meeting with Prime Minister Datuk Seri Dr Mahathir Mohamad at the Asia-Pacific Economic Cooperation (Apec) Business Summit in Kuala Lumpur last week.

"In line with this, the training of women entrepreneurs in beauty boutique management and operations will be improved," Perrin said during the meeting.

He thanked Dr Mahathir for the assistance given to Avon Malaysia through the Entrepreneur Ministry during the early stages of putting the franchise plan into operation.

The Avon beauty boutique franchise system was introduced in the country five years ago. Currently there are 170 Avon beauty boutiques all over the country.

Avon president for Malaysia and Thailand Datuk Rojali Edris said the franchise system is unique as a franchisee needs to invest only RM100,000 as franchise fee to start an Avon beauty boutique.

Avon is the world's leading direct seller of beauty and related products, with US\$5.1 billion (US\$1 = RM3.80) in annual revenues. It markets to women in 135 countries through more than 2.7 million independent representatives. It also manufactures fashion jewellery and markets an extensive line of gifts and collectibles.

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