

**Amway**



# **MARKETING ADVISOR**

**Most Anticipated  
Questions**





# WHAT IS Marketing Advisor (MA)?

**A** : Marketing Advisors are overseas ABOs with proven leadership abilities in other affiliates, who will collaborate and provide business consulting to the ABO group in Indonesia.



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## WHAT IS THE DIFFERENCE Between Marketing Advisor (MA) and International Sponsor Designated (ISD)?

**A** : ISD → In the ISD discretionary program, an Overseas Leader can have only one Internationally Sponsored Designated (ISD) ABO in Indonesia. Within the line of sponsorship in Indonesia, the ISD ABO is sponsored by a Foster Sponsor.

Meanwhile, an MA → can be a direct sponsor of one or more local ABOs or other MAs in Indonesia.

Regarding benefits and incentives, in the ISD program, Leaders from abroad can earn FAA Points from their ISD ABO in Indonesia. In the MA program, an MA can obtain full benefits from the Sales and Marketing Plan for their business in Indonesia, in accordance with applicable MA Regulations and Policies.



## Marketing Advisor (MA) ELIGIBILITY



**Who is eligible to participate in the Marketing Advisor (MA) program?**



Overseas ABOs who at the time of registration, a minimum Pin Level EBR (Emerald Bonus Recipient) at Home Country should be required.



**What requirements must be met to become a Marketing Advisor (MA)?**



At the time of registration, a minimum Pin Level EBR (Emerald Bonus Recipient) at Home Country should be required.



Register through [www.amway.id](http://www.amway.id).



MA should pay for Sign-Up IDR 100,000 and get e-Starter Kit (English Version).



MA MUST COMPLETE the online Onboarding Training prior to build the business in Indonesia (training will be delivered online).



The MA applicant must be in Good Standing status at the time of registration and during perform role as an MA.

# Marketing Advisor (MA) **REGISTRATION**



**What are the steps for a prospective Marketing Advisor (MA) to join the Marketing Advisor (MA) program?**

**A** : To register as a Marketing Advisor (MA) at Amway Indonesia, you can register online via [www.amway.id](http://www.amway.id). Then, the MA require to pay the registration fee as required for registering as MA and complete the online onboarding program.

**To register as a Marketing Advisor (MA) at Amway Indonesia:**

1. Open [www.amway.id](http://www.amway.id).
2. Select Preferred language ID or EN.
3. Register Button on the Header > ABO Tab > Register as ABO > Register as Marketing Advisor.
4. Fill in information needed for registration.
5. Accept the T&C and Privacy Policy (Contract).
6. Pay the registration fee; IDR 100,000.
7. Complete the online onboarding program (mandatory).



**What documents should a Marketing Advisor (MA) submit when registering?**

**A** : Marketing Advisor (MA) candidates must prepare the following documents and data at the time of registration:

1. Personal Information: Name, Date of Birth, Place of Birth, Mobile Number, email address.
2. Submit Valid passport: Front ID, Back ID & Signature.
3. Partner data information (if any): Name, Citizenship, Mobile Number, email address, copy of valid passport (front ID, Back ID & Signature).
4. Bonus information data: Bank Name, Account Number, Branch/Country, Currency, and Swift Code.



**Does a Marketing Advisor (MA) have to open a bank account in Indonesia?**

**A** : No, MA will require to provide the bank account from home country

# MARKETING ADVISOR (MA) T&Cs



**Does Marketing Advisor required to obtain working permit in Indonesia?**

As independent business owner, Marketing Advisor (MA) **does not required to obtain Work Permit** to visit Indonesia for business meeting or to attend event in relation to their role as MA. MA need to obtain Business Visa for business visit to Indonesia in accordance with the applicable Immigration Law.

In this respect MA must not perform any work activities other than performing MA roles in accordance with the MA Rules & Policy which may trigger the requirement to obtain working visa and/ or working permit under Indonesian Law.



# MARKETING ADVISOR (MA) T&Cs



**Does a Marketing Advisor (MA) need to have a business visa when visiting Indonesia?**

**A** : Yes, Marketing Advisor (MA) **need to have Business Visa** to visit Indonesia in relation to their business activities as MA.

Indonesian government provide visa exemption (visa-free entry) for 169 countries (including ASEAN members countries), in which the Passport holders of certain countries in the regulation are exempt for having a visa to enter Indonesia limited for tourism, family visit, social visit, art and cultural, government duty, to deliver a speech or attend a seminar, international exhibition, meetings with head office or representative office in Indonesia, or transit. The visa exemption valid only for 30 days, non-extendable or convertible into another kind of stay permit.

(List Visa-Free Entry countries attached/Link)



**What business activities that Marketing Advisor (MA) can do?**

**A** : The Marketing Advisor (MA) program offers ABO Leaders from abroad the opportunity to open an Amway business in Indonesia with an income benefit scheme similar to that of ABO Indonesia. MAs are allowed to sponsor, train, and promote the Amway business but are not permitted to sell products or starter kits in Indonesia. Detailed regulations and policies for MAs are outlined in the MA Regulations & Policies.

# MARKETING ADVISOR (MA) T&Cs



**Why are Marketing Advisors (MA) not allowed to sell products directly (Retail)?**

**A** : Marketing Advisor (MA) is a foreign citizen, there are certain regulatory restrictions from the government related to business in Indonesia. These include limitations on retail trade activities by foreign, which are reserved for Indonesian or domestic investment, especially for small and medium-scale businesses.



**Is there a maximum quantity limit for product purchases?**

**A** : Marketing Advisor can only purchase products for personal consumption, there are two purchase limitations:

- 1. MAs are not allowed to purchase durable products, including spare parts or consumables.** This is because MAs do not reside in Indonesia and only making visit a few times over several months. Durable products are not relevant for self-consumption.
- 2. The personal PV limit is 2 million per performance year.** As MAs do not reside in Indonesia, the PPV limit per year is more relevant. For PGGI & FGI, the personal PV requirement is 1.8 million per year, but for MAs, the personal PV limit is rounded up to 2 million.



**Can Marketing Advisor (MA) make product orders to downlines either MA or ABO in Indonesia?**

**A** : A Marketing Advisor (MA) can only order products for personal consumption and **cannot order products for or on behalf of their downlines.**



# **MARKETING ADVISOR (MA)**

## **Business Requirements & Qualifications**

**Q : Is it mandatory for prospective Marketing Advisors (MA) to have an Indonesian upline sponsor? If not, what steps need to be taken?**

**A :** In principle, an MA candidate is expected to have an upline sponsor candidate who is an Indonesian ABO/MA who has been registered in Indonesia first and is in the same LOA as his membership in his country of origin.

If the MA candidate does not yet have contact with potential upline sponsors in Indonesia, the MA candidate can contact the appointed Customer Care who will help provide recommendations for upline sponsors who can collaborate with the MA candidate.

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**Q : Who will be the direct sponsor for Marketing Advisor (MA)?**

**A :** A Marketing Advisors (MA) must partner with either local ABO or MA by making them as their upline sponsor.

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**Q : Can a Marketing Advisor (MA) change sponsors? If so, what is the procedure?**

**A :** Changes to Marketing Advisors (MA) sponsors still refer to the Amway Code of Ethics and procedures applicable in Indonesia. In this case, the MA must obtain approval from the MA's Platinum upline in the country of origin, the old direct sponsor and the old Platinum upline and the new sponsor and the new Platinum upline in Indonesia.

MA can carry out the Sponsor Change process no later than 90 days after the registration date.

If 90 days have passed after the registration date, then the change of sponsor will follow the provisions of the Code of Ethics for 6 months and/or the provisions for 2 years of inactivity.



**Q : Can a Marketing Advisor (MA) use Marketing Advisor (MA) Business account #2 to register as a Marketing Advisor (MA)?**

**A :** Overseas ABOs who have more than one business in one or more countries are only permitted to use the main account or the first business from their home country to register as an MA. They are not permitted to use second or subsequent business accounts to register as an MA.

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**Q : What are the differences between a Marketing Advisor (MA) and a Foster ABO leg in Indonesia?**

**A :** MA is different from ABO Foster.

ABO foster is a local ABO in Indonesia appointed to sponsor and provide training and support to ABOs that are sponsored internationally by ABOs from abroad. Meanwhile, MAs are foreign citizens who can be given the opportunity to collaborate with local leaders to run Amway Business in Indonesia.

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**Q : Can sponsors for Marketing Advisors (MA) come from all PIN levels?**

**A :** Upline sponsors of the Marketing Advisor (MA) program can be ABO from any Pin Level. However, if an MA later does not have an upline sponsor contact in Indonesia, Amway will help find an upline sponsor with a Platinum pin level or above.





# MARKETING ADVISOR (MA)

## Bonus Payment & Taxation



**How does the bonus transfer process work?**

**A** : The bonus will be transferred if already achieve the threshold amount which is IDR 500,000 (before tax) or more.

\*) Disclaimer: This bonus threshold amount is subjected for further review and adjustment from Amway.



**How is Income Tax imposed on an MA's Bonus?**

**A** : A 20% final Indonesian withholding tax is deducted from the MA's bonus and other taxable income from Amway on the premise that the MA has no Permanent Establishment in Indonesia. MA should consult their tax advisor if their Indonesian MA income should also be reported in any other countries and eligibility for any tax treaty benefits.

**Click this link to check if home country has Double Taxation Agreements: <https://pajak.go.id/id/tax-treaty>**



MA from the countries that has DTA with Indonesia may be eligible for reduced Withholding tax (WHT) with the effective tax rates in accordance with the applicable DTA between Indonesian and each of the respective country. MA from the markets that has DTA with Indonesia above must provide the following documents to enjoy reduced tax benefits under DTA.

1. Certificate of Residence (COR)
2. Form DGT <https://pajak.go.id/id/formulir-pajak/form-dgt>

Note: DGT Form/ COR's validity period is only one year. Therefore, MA has to provide every year to enjoy reduced tax benefits under DTA.

**FOR FURTHER QUERIES, PLEASE CONTACT:**

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