



THE PERFUME CO. AFRICA

BUSINESS OPPORTUNITY PRESENTATION



062 929 7561



017 200 0735/012 141 3597



WHO ARE WE?

The Perfume Co. Africa is a proudly black-owned fragrance company that manufactures and distributes high-quality, oil-based perfumes inspired by world-renowned designer brands. Our products are locally made, offering exceptional quality at an affordable price.

We are intentional about developing and empowering our communities through mentorship in business development. We provide support in financial literacy, sales and marketing, and compliance—helping individuals start and grow sustainable businesses.

[LEARN MORE](#)





OUR VISION

To be the leading fragrance brand that inspires, educates and develops entrepreneurs through the franchise model



CEO`S BACKGROUND

BATHABILE MOREKI

- Multi award winning entrepreneur, Author for Business Literature, Multi Franchise Owner, Business Coach and Mentor specializing in business development, access to funding, sales and marketing, as well as compliance and an **investor in Botswana and Namibia**
- Founder and CEO of Township Economy Transformation in Franchise Eco-System (TETFE)
- Author of Business literature book titled: how i started my business with 1 million from the bank
- Successful self-made entrepreneur for over 13 years with experience in Food and Hospitality, Construction, Health Care, Mining, Consulting Firm to name but a few.
- Honours Degree in Management Development Programme from UNISA Business School, B-Tech in Business Administration, NQF Level 5 Project Management and ND in Tourism and Hospitality Management all three qualifications from University of Johannesburg.
- Member of the Golden Key International Honour Society, worlds largest academic honour society that was founded in Atlanta, Georgia, USA, 46 years years ago-2024

Awards and recognitions:

- Nominee for 50 Africa Trailblazers, 2023 - Nigeria
- 2nd runner up- Gauteng Womens` excellence awards: skills development category, Gauteng Premier
- Veuve Clicquot Bold women Finalist, 2023
- Vita Basadi Award Community Heroine Award from Gauteng Legislature, 2019
- MaSisulu Women of Fortitude Ambassador appointed by Minister Jeff Radebe, 2019
- NDP Youth Ambassador 2030 Vision, Minister in the Presidency, 2018.



COMPANY'S BACKGROUND

Founded in 2021, we have grown rapidly and now support over 200,000 distributors across South Africa, Botswana, Lesotho, Namibia, Eswatini, Zambia, and Zimbabwe. Through our innovative multi-level marketing and franchise model, we provide distribution opportunities and a platform for passive income.

Multi Level Marketing relaunched in May 2024





OUR PRODUCTS



10ML TESTERS

Independent Business Owner (IBO)
price = **R241.50** (10 bottles) Incl VAT





30ML BOTTLES

IBO price = **R420.50** (10 bottles) Incl Vat

R42 each perfume incl Vat

Recommended Selling Price = **R84 - R125 each**





50ML BOTTLES

IBO price = **R499** (5 bottles) Incl Vat

R99.8 each perfume Incl Vat

Recommended Selling Price = **R210 - R265 each**



LIST OF FRAGRANCES

FEMALE SCENTS

212 VIP Rose
Armani Si
Black Opium
Channel No5
Fantasy
Far Away
Gucci Rush
Jimmy Choo
Lady Million
Lady Gaga
Panache
Rebel
Scandal
Sunset
Vanilla Fatale
Vanilla Unisex
Yes
Rio
Olympea

Inspired By

VIP
Giorgio Armani
Yves Saint Laurent
Channel
Britney Spears
Avon
Gucci Rush
Jimmy Choo
Paco Rabbane
Lady Gaga
Lentheric
Avon
JPS
Britney Spears
Tom Ford
Tom Ford
Chacharel
Escada
Paco Rabbane

MALE SCENTS

Armani Black Code
Black Oud
Boss Orange
Creed
Diesel
Dunhill Blue
Dunhill Red
Gucci Oud
Invictus
Issey Miyake
One Million
Sauvage
Ted Lapidus
Black Orchid
Wanted
White Oud
Eros

Inspired By

Giorgio Armani
Black Oud
Hugo Boss
Aventus
Diesel
Dunhill
Dunhill
Gucci
Paco Rabbane
Issey Miyake
Paco Rabbane
Christian Dior
Ted Lapidus
Tom Ford
Azzaro
White Oud
Versace

EXCLUSIVE TO 50ML

FEMALE SCENTS

Burberry
Coco Mademoiselle
D & G Light Blue
DKNY Delicious
La Nuit
Red Door
Tommy Girl
Wood Sage & Sea Salt

Inspired By

Burberry
Chanel
Dolce & Gabbana
Donna Karen NY
Lancome
Elizabeth Arden
Tommy Hilfiger
Jo Malone

MALE SCENTS

Ferrari Black
Bvlgari Man
Tsar
Phantom
Mont Blanc
Scandal

Inspired By

Karine Dubreil
Alberto Morillas
Van Cleef & Arples
Paco Rabbane
Claus-Johannes Voss
JPS

ALL FRAGRANCES ARE
AVAILABLE IN TESTERS



8ML CAR DIFFUSERS

IBO price = R326 (10 bottles) Incl VAT

R32.60 each car diffuser

Recommend Selling Price = R63 - R84

Available Scents:

Citrus Coconut

Ode

Lux Oud

Citrus Sky

Bergamot & Tobacco





HOME DIFFUSERS

Size: 150ml (lasts up to 2 months)

IBO Price: **R249.60** incl. VAT Recommended

Selling Price: **R300 – R350**

Available Scents:

- 🌸 Cranberry & Apple
- 🌸 Bergamot & Orange
- 🌸 Summer Love
- 🌸 Sugared Grapefruit
- 🌸 Key Lime & Ginger





SCENTED LOTIONS

Size: 250ml (lasts up to 2-3 months)

IBO Price: **R120.80** incl. VAT

Recommended Selling Price: **R160 – R200**

Note: Only 24 unique scents currently available.

More scents to be added in coming months.



SCENTS

Dunhill Desire Red
Scandal
Coco Mademoiselle
One million
Tommy Girl
Jimmy Choo
Versace
Gucci Rush
Dunhill Desire Blue
Faraway
Armani SI
DKNY
Lady Million
White Oud
Channel 5
Boss Orange
Diesel
Issey Miyake
Azzaro Wanted
Dolce & Gabbana Blue
Burberry Her
Tom Ford
Black Opium
Invictus



HEALTH PRODUCTS

250g Collagen

IBO Price = **R199.50** per tub incl VAT

Recommended Selling = **R263 - R315**

(Can last up to 45 days)





BENEFITS



HYDRATES SKIN AND
REDUCES WRINKLES



STRENGTHEN BONES AND
MUSCLES



RELIEVE JOINT PAINS



DECREASES CELLULITE



INCREASE GROWTH OF
HAIR AND THICKNESS



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HEALTH PRODUCTS

Pure Collagen





SKIN CARE PRODUCTS

Dermacell





PRICE LIST



Nefertiti Night Cream

Anti-ageing Cream – Rewind Time while you sleep!
R382



Neck Firming Ge

Lift, tighten, and rejuvenates your neck!
R199.08



Aloe Ferox Moisturiser

Soothe, removes sunburn, hydrate, and heal!
R183



Collagen Moisturiser

Hydrate, firms, smooth fine lines and restore your glow!
R183.32



Aloe Ferox Scrub

Refresh, exfoliate, and renew!
R159.24



Cream Face Wash

Cleanse, nourish, and hydrate!
R153.10



Aloe Ferox Face Wash

Gentle cleanse, deep refreshes for clean, soft and radiant skin!
R153



Rooibos Honey Scrub

Exfoliates, remove dead skin cells, unclog pores and nourish the skin!
R159.24



Vitamin Moisturiser

Nourishes, repairs, hydrate, and glow!
R183



Derma Active Night Cream

Blemish Control for clearer, smoother radiant skin!
R249



Aloe Ferox Gel

Soothe, removes sunburn, hydrate, and heal!
R199



Aloe Forex Toner

Removes Excess oil after cleansing
R149.98



TAKE NOTE

All orders are dispatched (shipped from the warehouse) between 7 working days after the order is placed.

All prices exclude courier fee as follows:

- Collection fee from our Midrand office - **R150.00**
- Warehouse to pick-up points from retail stores - **R175.00**
- Warehouse to home delivery - **R200.00**
- All prices include **15% VAT**

COMPENSATION PLAN UNPACKED



R99 registration fee

Receive your own link

Buy perfumes

- Select between the 30ml **(R420)** or 50ml **(R499)** bottles
- Become an activated IBO



HOW TO ACTIVATE YOUR ACCOUNT TO EARN COMMISSIONS

- Get a link from your sponsor to create your own The Perfume Co. Africa profile.
- Pay once off registration fee of R99 and receive your own link.
- Buy your stock to activate your business – 5x 50mil or 10x 30mil to
- Maintain your account monthly between 1st to last day of the month with 5x 50mil every month
- Resell and receive retail profits
- The 5x50mil bottles as first purchase also maintains your account.





Streams of income

- Level Based Commissions (Up to Level 6)
- Rank Up Bonus (2,500 - R30,000)
- Lifetime Monthly Salary (R10,000 - R25,000)
- Incentives (cash, electronics etc)
- Funeral cover up to 10 family member at R10 000 each member
- All Expense Paid Vacations
- **Terms and conditions apply**



Maintenance Guidelines Summary

- **Team Leader** R499 (5x 50ml)
- **Supervisor** R1996 (20x 50ml)
- **Manager** R4990 (50 x 50ml)
- **Director** R6986 (70 x 50ml)
- **President** R9 980 (100 x 50ml)
- **Crown President** R29 940 (300 x 50ml)



6 Ranks



Team Leader



Supervisor



Manager



Director



President



Crown
President

Terms & Conditions:

All rank-ups are on 30 days calendar months (i.e 1st to the 30th/31st each month)



Team Leader



- Earn 20% commission from 1st level
- Target : R14,962.50 orders on 1st level
- Rank up bonus : R2,500 after 3 consecutive months of meeting the target



Supervisor



- Earn 20% commission from 1st level.
- Earn 12% commission from 2nd level.
- Target : R39,900 orders on 1st and 2nd level
- Rank up bonus R5,000 after 3 consecutive months of meeting the target
- Account must be maintained by the 7th of each month in one order



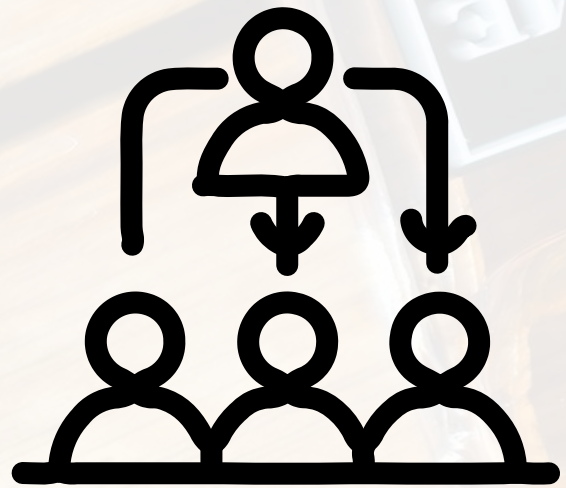
Manager



- Earn 20% commission from 1st level.
- Earn 12% commission from 2nd level.
- Earn 5% commission from 3rd level.
- Target : R250 000 orders on 1st to 3rd level
- Rank up bonus R10,000 after 2 consecutive months of meeting the target
Monthly lifetime salary of R10,000 (when you meet the target)
- Account must be maintained by 7th of each month in one order
- *If maintenance is not completed by the 7th, you will forfeit your salary and rank up bonus.*



Director



- Earn 20% commission from 1st level.
- Earn 12% commission from 2nd level.
- Earn 5% commission from 3rd level.
- Earn 1% commission from 4th level.
- Target : R650,000 orders on 1st to 4th level
- Rank up bonus R20,000 after 2 consecutive months of meeting the target
- Monthly lifetime salary of R15,000 (when you meet the target)
- Account must be maintained by the 7th of each month in one order.
- *If maintenance is not completed by the 7th, you will forfeit your salary and rank up bonus.*



President



- Earn 20% commission from 1st level.
- Earn 12% commission from 2nd level.
- Earn 5% commission from 3rd level.
- Earn 1% commission from 4th level.
- Earn 2% commission from 5th level
- Target : R1 000 0000 orders on 1st to 5th level
- Rank up bonus R30,000 after 3 consecutive months of meeting the target
- Monthly lifetime salary of R25,000 (when you meet the target)
- Account must be maintained by the 7th of each month in one order
- *If maintenance is not completed by the 7th, you will forfeit your salary and rank up bonus.*
- Free funeral cover for up to 10 family members, max age 75years

Crown President



- Earn 20% commission from 1st level.
- Earn 12% commission from 2nd level.
- Earn 5% commission from 3rd level.
- Earn 1% commission from 4th level.
- Earn 2% commission from 5th level
- Target : R3 000 0000 orders on 1st to 5th level
- Maintenance must be completed in one of two ways: 300 bottles by the 7th or 100 bottles by the 7th and 200 bottles by the 20th, submitted in one order. Failure to meet the 100 bottles deadline by the 7th will result in forfeiting your lifetime salary



FREE Car Incentive (including accommodation and petrol allowance for team training activities) after 6 consecutive months of meeting the target
Monthly lifetime salary of R25,000 (when you meet the president target and

2024 VACATION BALI RECAP



2025 VACATION MSC CRUISE RECAP



NB: New sales target amended.

2025 2ND VACATION PROMO THAILAND

Promo period

1 April 2025 to 15 September 2025

-Open to all IBOs (Regardless of rank)

-Travel period : 3-10 October 2025

-All expenses paid. T&Cs Apply -



Promo dates: 1 April - 15 September 2025

Thailand
(Phuket & Bangkok)

All Expenses paid:
(FLIGHTS, ACCOMODATION, MEALS, AND ACTIVITIES) EXCLUDING LOCAL TRAVEL LOGISTICS TO OR TAMBO & VISA PROCESSES

Qualification Criteria

- Team sales of R262 500 within 5 months & 2 weeks.
- Sales from 1st generation level only
- Applicable only to 50ml products.
- Sales excludes VAT.
- Limited to the top 20 qualifiers.

TRAVEL DATES: 3 TO 10 OCTOBER 2025

THE PERFUME CO. AFRICA



Terms & conditions apply

- Changes can be made without prior notice
- All earnings are paid on the 15th of the following month.
- All earnings are calculated based on our current products.
- Accounts should be maintained monthly to receive monthly earnings.
- All earning are calculated on the products sales EXCL VAT
- Team Leaders can maintain any time of the month and still receive that month's full commission
- Supervisors and above are given a grace period to maintain between the 1st and the 7th of every month, complete in one order. Should you maintain during this grace period you will still receive your full month's commission. For maintenance done between 8th and 31st, commissions will be unlocked from the date maintenance is completed.

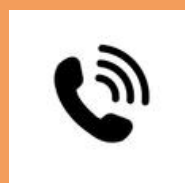


"If you want to go fast, go alone; but if you want to go far, go together."
~ African Proverb

THANK YOU



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