



THE PERFUME CO. AFRICA

BUSINESS OPPORTUNITY PRESENTATION - 2026



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.



OUR VISION

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



COMPANY'S BACKGROUND

Founded in 2021, we have grown rapidly and now support over 300,000 distributors across South Africa, Botswana, Lesotho, Namibia, Eswatini, Zambia, Zimbabwe and Mozambique. 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.



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.**

- **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 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



OUR PRODUCTS



10ML TESTERS

Independent Business Owner (IBO)

Price = **R241.50** (10 Bottles)

Inc VAT



30ML BOTTLES

IBO price = **R420.50** (10 bottles) Inc VAT

R42 each perfume Inc 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



THE PERFUME CO. AFRICA

PERFUME LIST

FEMALE SCENTS:

212 VIP Rose
Armani SI
Black Opium
Channel No. 5
Fantasy
Far Away
Gucci Rush
Jimmy Choo
Lady Million
Lady Gaga
Panache
Rebel
Scandal
Sunset
Vanilla Fatale
Vanilla Unisex
Yes I Am
Rio
Olympea

INSPIRED BY:

ViP
Georgio Armani
Yves Saint Laurent
Chanel
Britney Spears
Avon
Gucci
Jimmy Choo
Paco Rabanne
Lady Gaga
Lentheric
Avon
Jean Paul Gaultier
Britney Spears
Tom Ford
Tom Ford
Cacharel
Escada
Paco Rabanne

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:

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

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 Rabanne
Claus-Johannes
Jean Paul Gaultier

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: 200ml (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
Marula Neroli
Wild Berries



HOME DIFFUSERS REFILL

Size: 200ml (lasts up to 2 months)

IBO Price: **R184** incl. VAT

Recommended Selling Price: **R250- R300**

AVAILABLE SCENTS:

Cranberry & Apple
Bergamot & Orange
Summer Love
Sugared Grapefruit
Key Lime & Ginger
Marula Neroli



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

AVAILABLE SCENTS:

Dunhill Red
Scandal
Coco Mademoiselle
One Million
Tommy Girl
Jimmy Choo
Versace
Gucci Rush
Dunhill Blue
Far Away
Armani SI
DKNY Delicious

Lady Million
White Oud
Channel No 5
Boss Orange
Diesel
Issey Miyake
Azzaro Wanted
Dolce & Gabbana Light 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)



WHY CHOOSE PURE COLLAGEN



Hydrates skin & reduces wrinkles



Relieves joint pain & strengthens bones



Supports muscle health



Boosts hair growth & thickness



HOW TO TAKE IT

ADD 1 SCOOP TO:

- Coffee or tea
- Soup or yogurt
- Green smoothie
- Water with lime & mint



MARINE COLLAGEN

IBO Price = **R431** per tub Incl VAT

Recommended Selling Price: **R530 to R650**

(Can last up to 45 days)



BENEFITS OF MARINNE COLLAGEN

The Health Co. Africa's Marine Collagen Peptides has a very high content of the amino acids glycine, proline and hydroxyproline



Supports Bone & Joint Health



Reduces wrinkles



Improves wounds healing



Balances blood sugar levels



Weight management



Inhibits harmful bacteria



SKIN HEALTH



PREVENTS & REVERSES ARTHRITIS



PROTECT YOUR JOINTS



GUT HEALING PROPERTIES



SLEEP QUALITY + MOOD



BOOST BRAIN HEALTH



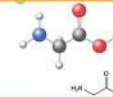
LONGEVITY



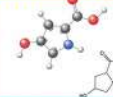
ANTIOXIDANTS & MORE



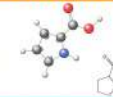
GLYCLINE



HYDROXYPROLINE



PROLINE



SCENTED ANTIPERSPIRANT



CONTROLS ODOR



REDUCES SWEAT



LONG LASTING FRESH SCENT



DIFFERENT SCENTS TO CHOOSE FROM



STAY FRESH ALL DAY

50ML ROLL ON

IBO Price = **R36.65** Incl VAT

Recommended Selling Price: **R60 to R80**



SKIN CARE PRODUCTS

Dermacell



PRICE LIST



DERMAcell
pure perfection



**Nefertiti
Night cream**
Anti-ageing.
Cream-Rewind
Time while you
sleep.
R382



**Collagen
Moisturiser**
Hydrate, firms,
smooth fine
lines & restore
your glow.
R183.32



**Aloe Ferox
Face wash**
Gentle cleanse,
deep refreshes
for clean, soft
& radiant skin
R153



**Derma Active
Night cream**
Blemish Control
Cream-Rewind
for clearer,
smoother radiant
skin
R249



**Neck
Firming Ge**
Lift, tighten &
rejuvenates
your neck
R199.08



**Aloe Ferox
Scrub**
Refresh,
exfoliate &
renew.
R159.24



**Rooibos
Honey Scrub**
Exfoliates,
remove dead
skin cells,unclog
pores & nourish
the skin.
R159.24



**Aloe Ferox
Gel**
Soothe, removes
sunburn,
hydrates &
heals.
R199



**Aloe Ferox
Moisturiser**
Soothe, removes
sunburn,
hydrate &
heal.
R183



**Cream Face
Wash**
Cleanse,
nourish and
hydrate.
R153.10



**Vitamin
Moisturiser**
Nourishes,
repairs, hydrate
and glow.
R183



**Aloe Ferox
Toner**
Removes
excess oil
after cleansing
R149.98



TAKE NOTE

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

All prices exclude courier fee as follows:

- Collection fee from our Midrand office – **R150.00**
- Collection fee from The Perfume Co Africa Hubs/Stockist – **R150**
- Warehouse to pick-up points from retail stores – **R175.00**
- Warehouse to home delivery – **R200.00**
- All prices include 15% VAT

COMPENSATION PLAN UNPACKED:

HOW TO ACTIVATE YOUR ACCOUNT AND START EARNING COMMISSIONS.

1. Send Your Details to Your Sponsor:

Provide your full name, surname, email address, and contact number to your sponsor.

2. Sponsor Registers You:

Your sponsor will create your account and send you your login details.

3. Activate Your Profile:

Log in to your profile and pay the once-off registration fee of R99. This step unlocks your ability to start building your own team.

4. Purchase Your Stock to Activate Your Business:

Minimum: 5 x 50ml or 10 x 30ml bottles

Most popular: 20 x 50ml bottles

5. Maintain Your Account Monthly:

From the 1st to the last day of each month, maintain with a minimum of 5 x 50ml bottles. This ensures your account remains active and eligible for commissions.

6. Resell and Earn Profits:

Retail profits range between 100% – 150%

The 5 x 50ml bottles as first purchase also count toward maintaining your account.



STREAMS OF INCOME

- Retail Profits (up to 150% profit)
- Level Based Commissions
- Rank Up Bonus (R2,500 - R1,000,000 House)
- Monthly Lifetime Salary (R20,000 - R250,000)
- Incentives (cash, electronics etc)
- Funeral cover up to 10 family member at R10 000 each member (President Rank and above)
- All Expense Paid Vacations
- Car incentive on reaching Crown President rank and meeting requirements.
- **Terms and conditions apply**

11 RANKS



Team Leader



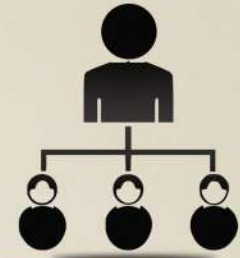
Supervisor



Manager



Vice Director



Director



President



Crown President



Executive President



Cheif Franchise Officer
(CFO)



Franchisee



Board Member

Terms & Conditions:

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

MAINTENANCE GUIDELINES SUMMARY

RANKS:	PRICES:	PERFUMES:
■ Team Leader	R499	5 x 50ml
■ Supervisor	R1996	20 x 50ml
■ Manager	R4900	50 x 50ml
■ Vice Director	R5988	60 x 50ml
■ Director	R6986	70 x 50ml
■ President	R9 980	100 x 50ml
■ Crown President	R29 940	300 x 50ml
■ Executive President	R29 940	300 x 50ml
■ Chief Franchise Officer	R39 920	400 x 50ml
■ Franchisee	R49 900	500 x 50ml

TEAM LEADER



- Earn 22% commission from 1st level
- Target : R14,962.50 orders on 1st level
- Earn R500 monthly bonus each month for 3 months when reaching target.
- Rank up bonus : R2,500 after 3 months of meeting the target .
- Maintenance: 5 bottles x 50ml.

SUPERVISOR



- Earn 22% commission from 1st level.
- Earn 15% commission from 2nd level.
- Target : R39,900 orders on 1st and 2nd level.
- Rank up bonus R10,000 after 3 months of meeting the target.
- Account must be maintained by 7th of each month in one order.
- Maintenance: 20 bottles x 50ml.

MANAGER



- Earn 22% commission from 1st level.
- Earn 15% commission from 2nd level.
- Earn 5% commission from 3rd level.
- Target : R250,000 orders on 1st to 3rd level.
- Rank up bonus R30,000 after 2 months of meeting the target.
- Monthly lifetime salary of R20,000 (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.
- Min 1x Physical & 1x Online Presentations per month.
- Maintenance: 50 bottles x 50ml.

VICE DIRECTOR



- Earn 22% commission from 1st level.
- Earn 15% commission from 2nd level.
- Earn 5% commission from 3rd level.
- Earn 2% commission from 4th level (Total = 44%).
- Target : R400,000 orders on 1st to 4th level.
- Rank up bonus R40,000 after 2 months of meeting the target.
- Monthly lifetime salary of R30,000 (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.
- Min 1x Physical & 1x Online Presentations per month.
- Maintenance: 60 bottles x 50ml.

DIRECTOR



- Earn 22% commission from 1st level.
- Earn 15% commission from 2nd level.
- Earn 5% commission from 3rd level.
- Earn 2% commission from 4th level.
- Earn 1% commission from 5th level (Total = 45%).
- Target : R650,000 orders on 1st to 5th level.
- Rank up bonus R50,000 after 2 months of meeting the target.
- Monthly lifetime salary of R40,000 (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.
- Min 1x Physical & 2x Online Presentations per month.
- Maintenance: 70 bottles x 50ml.

PRESIDENT



- Earn 22% commission from 1st level.
- Earn 15% commission from 2nd level.
- Earn 5% commission from 3rd level.
- Earn 2% commission from 4th level.
- Earn 1% commission from 5th level.
- Earn 1% commission from 6th level.
- Target : R1,000,000 orders on 1st to 6th level.
- Rank up bonus R100,000 after 3 months of meeting the target.
- Monthly lifetime salary of R50,000 (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 75 years.
- Maintenance: 100 bottles x 50ml.

CROWN PRESIDENT



- Earn 22% commission from 1st level.
- Earn 15% commission from 2nd level.
- Earn 5% commission from 3rd level.
- Earn 2% commission from 4th level.
- Earn 1% commission from 5th level.
- Earn 1% commission from 6th level.
- Earn 1.5% commission from 7th level.
(Total = 47.5%).
- Target : R3,000,000 orders on 1st to 7th level
- Rank up bonus FREE Car Incentive (including accommodation and petrol allowance for team training activities) after 6 months of meeting the target.
- Monthly lifetime salary of R70,000 (when you meet the target).
- Account must be maintained by the 7th of each month in one order. (for team training activities) after 6 consecutive months.
- If maintenance is not completed by the 7th, you will forfeit your salary and rank up bonus.
- Min 2x Physical & 3x Online Presentations per month.
- Free funeral cover for up to 10 family members, maximum age 75 years.
- Maintenance: 300 bottles x 50ml.



EXECUTIVE PRESIDENT

- Earn 22% commission from 1st level.
- Earn 15% commission from 2nd level.
- Earn 5% commission from 3rd level.
- Earn 2% commission from 4th level.
- Earn 1% commission from 5th level.
- Earn 1% commission from 6th level.
- Earn 1.5% commission from 7th level.
- Earn 1% commission from 8th level (Total = 48.5%).
- Target : R5,000,000 orders on 1st to 8th level.
- Rank up bonus R150,000 after 2 months of meeting the target.
- Monthly lifetime salary of R80,000 (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.
- Min 2x Physical & 3x Online Presentations per month.
- Free funeral cover for up to 10 family members, max age 75 years.
- Maintenance: 300 bottles x 50ml.



CHIEF FRANCHISE OFFICER (CFO)

- Earn 22% commission from 1st level.
- Earn 15% commission from 2nd level.
- Earn 5% commission from 3rd level.
- Earn 2% commission from 4th level.
- Earn 1% commission from 5th level.
- Earn 1% commission from 6th level.
- Earn 1.5% commission from 7th level.
- Earn 1% commission from 8th level.
- Earn 1% commission from 9th level (Total = 49.5%).
- Target : R7,000,000 orders on 1st to 9th level.
- Rank up bonus R250,000 after 2 months of meeting the target.
- Monthly lifetime salary of R100,000 (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.
- Min 2x Physical & 3x Online Presentations per month.
- Free funeral cover for up to 10 family members, max age 75 years.
- Maintenance: 400 bottles x 50ml.



FRANCHISEE



- Earn 22% commission from 1st level.
- Earn 15% commission from 2nd level.
- Earn 5% commission from 3rd level.
- Earn 2% commission from 4th level.
- Earn 1% commission from 5th level.
- Earn 1% commission from 6th level.
- Earn 1.5% commission from 7th level.
- Earn 1% commission from 8th level.
- Earn 1% commission from 9th level
- Earn 0.5% commission from 10th level (Total = 50%).
- Target : R10,000,000 orders on 1st to 10th level.
- Rank up bonus FREE HOUSE WORTH R1,000,000 after 2 months of meeting the target.
- Monthly lifetime salary of R200,000 (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.
- Min 2x Physical & 3x Online Presentations per month.
- Free funeral cover for up to 10 family members, max age 75 years.
- Maintenance: 500 bottles x 50ml.



BOARD MEMBER

- Target : R15,000,000 team sales on orders on 1st to 10th Level
- Monthly Lifetime Salary R250 000
- Annual Pool Bonus
- More details to be shared in 2027..

2024 VACATION BALI RECAP



2025 VACATION

MSC CRUISE RECAP



2025 GALA DINNER



2025 LEADERSHIP SUMMIT

RECAP: WATERFALL CITY



2025 VACATION: THAILAND RECAP



2026 1ST CAR INCENTIVE GIVEAWAY



2026 TEAM BUILDING

RECAP: ZIMBALI



2026 LEADERSHIP SUMMIT

RECAP: ZIMBALI



2026 VACATION: MSC CRUISE RECAP



TERMS AND CONDITIONS APPLY

- Changes can be made without prior notice
- Commissions are paid on the 15th of the following month
- Rank up Bonuses and Salaries are paid at the end of the following month
- All earnings are calculated based on our current products.
- Accounts should be maintained monthly to receive monthly earnings
- All earnings 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.



Thank You

“If you want to go fast, go alone;
but if you want to go far, go together”

-African Proverb



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