

# Herbalife Long Term Business Plan

## Summary

This financial plan is based on President's Team Member Russell Gain's Supervisor training at the Birmingham STS in December 2006.

## Long Term Plan

It is a long term plan - three to five years. You need a long term perspective.

## Herbalife Financial Plan

Business expenses are fixed over time. They don't increase as turnover increases.

- 1) Your retail and wholesale pay for your business expenses
- 2) Your salary comes from your royalties
- 3) You save your bonus

## Business Objective

The Herbalife business objective is to develop an organisation. Retail is solely to fund the business.

## Planning and DMO

You need to have back-to-back 90 day plans and a DMO (Daily method of Operation). Ask yourself: Is what I'm doing producing revenue?

## Ten Year Figures

Year	Retail Income	Recruiting Income	Business Costs	Nett Operating	Royalty	Bonus	Nett Profit
1	7250	3400	9000	1650	1200	0	2850
2	9000	4800	9300	4500	7200	0	11700
3	9000	4800	9300	4500	12800	4400	21700
4	9000	4800	9300	4500	22800	8000	35300
5	9000	4800	9300	4500	43100	14840	62440
6	9000	4800	9300	4500	70000	48800	123300
7	9000	4800	9300	4500	113000	78400	195900
8	9000	4800	9300	4500	159500	165000	329000
9	9000	4800	9300	4500	212500	223000	440000
10	9000	4800	9300	4500	316400	316400	637300
Total	88250	46600	92700	42150	958500	858840	1859490