



Frequently Asked Questions

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START
with **Amway**

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Frequently Asked Questions

START Program

General information

1. What is the START Program?

The Start program is a promotional program designed by Amway for all the new Amway Business Owners (ABOs) who will decide to join Amway from March 2025 onwards.

2. Who will be eligible for the START program?

New ABOs who register from March 1st, 2025, will be eligible for the START program.

3. How long does the START program last?

The program is designed to support new ABOs during the first 4 months starting from the month of registration.

4. How will New ABOs benefit from the START program?

New ABOs can save up to R3600 with START discounts during the first 4 months. Please refer to the START program page for more detail (<https://www.amway.co.za/en/other/incentives/start-program/>)

5. How are the 4 months of the START program counted?

They are counted based on the calendar month.

For example, if a new ABO registers on July 10th, the START program will be applied from July until October.

6. If no order is placed during the first month of the registration, will the ABO still be eligible to earn START discounts for 2nd, 3rd and 4th month after registration?

Yes, they will. If a new ABO completes the registration process, he will be able to earn START discounts in the 2nd, 3rd and 4th month after registration.

7. If no order is placed during the 2nd or 3rd month after registration, will the START program extend to their 5th or 6th month?

No. START program won't be extended.

8. What will happen after the 4 months of the START program?

After the first 4 months, new ABOs will be eligible for the revised Kickstart program. To learn more about the program, click here: (<https://www.amway.co.za/en/other/incentives/start-program/>).

9. Will START discounts be available for new ABOs who register before March 1st 2025?

No. Only new ABOs who register from March 1st 2025, will be eligible for the START program.

10. How can Sponsors promote the START program?

Sponsors can use all the available assets on the dedicated START program webpage to discover the program and learn how it can benefit their business. Approaching prospects, they can talk about how starting a new business now can bring them great advantages, encourage them to discover our product portfolio, and highlight the chance to save money with this new promotional program.

11. Will new ABOs who registered before 1st March 2025 be eligible for START program?

No. However, new ABOs registered before 1st March 2025 still can receive first order discount 30 days after registration.

START Discount

12. How is the PV accumulation counted for START discount?

PV accumulation will be counted by the calendar month.

For example, if ABO registers on 15th of the month, PV will be counted from 15th until end date of the calendar month.



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13. What are the PV thresholds to earn START discount?

There are different PV thresholds for ABOs to earn START discounts. The following apply during the first 4 months after registration completed

Monthly PPV	Discount value
>=50 – 99.99	R300 START discount
>=100 – 149.99	R600 START discount
>=150	R900 START discount

14. Will PV from Group combined orders be counted?

Yes. PV from Group combined orders will be counted for START discounts.

15. Will PV from Partner Store be counted for START discount?

No. PV from Partner Store is not counted.

16. What is the value of a START discount?

The START discount can be worth R300, R600 or R900 based on the criteria achieved. Discount value does not include VAT.

17. What are the maximum number of START discounts new ABOs can receive per month?

Each new ABO can receive 1 START discount for a total amount of maximum R900 each month.

18. When will the START discount be visible on the ABO's account?

The START discount will be added to the ABO's account on the 4th of the following month.

19. When will the START discount expire?

It will expire on the 28th of the month of redemption.

20. How can the START discount be redeemed?

The redemption of the START discount is different based on the amount. Each START discount of R300 can be redeemed with 50PV. Each START discount of R600 can be redeemed with 100PV. Each START discount of R900 can be redeemed with 150PV.

For example, if the order value is 130PV, you can redeem START discount worth R300 or R600, based on what you earned the last month.

21. Can START discounts be used with other promotions?

Yes. START discount can be used with other promotions when the discount redemption criteria are met.

22. Is the compulsory registration order of minimum 20PPV still applicable?

Yes, the requirement remains in effect. However, to qualify for the START program discounts, you must meet the minimum criteria of 50 PPV. If you do not meet this requirement initially, you can still become eligible for the discounts in the 2nd, 3rd, and 4th months by fulfilling the criteria during those periods.



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23. How are backdated PV's counted in the START program?

All PV's will be counted in the month of purchase for the START program. For example: if an order of minimum 50PV is placed on the 1st of April but the PV is allocated into March month for qualification purposes, the PV for the START program will be counted for the month of April.

24. Can I use my discount for online purchasing?

Yes, the discount will be applied on step 3 withing the online ordering process. Please note that you need to be "Logged in" as the ordering ABO in order to redeem the discount

25. Will I lose my discount if I place an online order on a downline's ABO number?

If you place an order on behalf of your downline using your profile, the discount will be applied to the downline's order. As a result, you will forfeit the discount benefit for that transaction.

