

# PROIECTAREA PLANURILOR DE MARKETING PENTRU SISTEMELE MLM

## DESIGNING THE MLM SYSTEMS RECOMPENSATION PLANS

**Drd.ing. Horațiu Dan DUMITRAȘ**  
MLM International Romania SRL

**Abstract:** The purpose of this article is to discuss the designing of the MLM recompensation plans for each type of MLM structure. The article will also releave the advantages and the disadvantages that each MLM plan has.

**Keywords:** Network Marketing, direct selling, independent distributor.