

## ABSTRACT

This project examines the decision criteria for becoming or leaving Amway distributorship or Independent Business Owner (MO). This project surveys the Amway organization in both current and former IBOs. Its results can be used to improve the organization.

The results that motivate to make decisions are marketing plan, products, philosophy, and feeling of his/her own. The positive thinking or attitude to these criterias will affect the will to become an Amway distributor. On the other hand, the negative attitude will lead to the will to leave Amway distributorship in the organization. This is useful for others who is running the multilevel marketing business, especially Amway business. They will know what their downlines or prospects think towards this business. It is also useful for the outsiders who are interested in this business. What should they think if they decide the correct way?

At the end of this project it will recommend what should be done for both current and former IBOs. This recommendation will suggest how to manage better organization and how to choose the appropriate direct sell company.