

MLM Company Profile: Angela Moore, Inc.



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Angela Moore, Inc.

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Editor's Note:

Welcome to **MLMLegal.Com Company Profiles** at www.mlmllegal.com. Here you will find brief summaries of pertinent information about hundreds of MLM, Direct Selling, Direct Sales, Network Marketing and Party Plan Companies. As a general matter, the summary information is derived from Company published information, generally posted at Company websites, public information releases or posts at industry trade sites.*

Founding Story

Angela Moore launched in 1997. Angela Moore left her role as senior vice president of the German Crystal Company where she was responsible for developing best-selling products and maximizing brand niche for internationally know tabletop companies. She had been thinking of developing her company for ten years before she put it into effect. She began her dream in Middletown, RI which a collection of beaded jewelry. She (www.mlmllegal.com) later expanded that concept into ornaments, bags, belts, shoes, Balinese sarongs, etiquette, and eventually porcelain. She began selling in retail stores in Newport, RI and later in Palm Beach, FL. She then incorporated her products into catalogs, wholesale, the internet, direct selling, and the QVC shopping network. Today, her products can be found in over 500 boutiques across the country, twice a year in catalogs, continuously on the web, through television, home parties, and soon by online truck shows.

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Impact on the Industry

Angela's product collections are commonly found among the editorial pages of many leading fashion and home furnishings magazines. She has also has many product/guest appearances with HGTV, PBS, QVC, The OC, the Donny & Marie Show, and the America's Junior Miss pageant.

Angela Moore has also recently created the new ETQ, a lifestyle and philosophy based around "everyday etiquette with individual style" which offers etiquette and style tips for dining, dressing, decorating, and influencing its customers into living their best life.

Kitty Witty, the children's etiquette expert, is an addition to the Angela Moore, Inc. brand family.

Discussion of Products

Angela's products are sold in boutiques in Newport, Rhode Island and Palm Beach, Florida, Angela Moore Catalogs, online at their website, through Angela Moore's direct party plan division, and other various women's boutiques and (www.mlmlegal.com) gift stores located in the United States and the Caribbean.

Some of Angela Moore's products include the fashion categories of jewelry, accessories, resort clothing, shoes, sandals, and the home accents categories of candles, vases, ornaments, and stationery.

All of the products are handcrafted, handmade, and hand-stitched which makes each item uniquely different.

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Discussion of Opportunity

Consultants have the opportunity to for earning potential within four categories which include:

Style Consultant- A new member of the team earning 20-28 percent on personal sales and 2 percent on new recruits' sales.

Style Manager- Who has recruited three new consultants and earn 25-33 percent on personal sales and 5 percent on recruited style consultants and their sales.

Senior Style Manager- Once the consultant has promoted two of their Style Consultants to Style Managers and they earn 25-33 percent on personal sales, 5 percent on their recruited Style Consultants and their recruits, 3 percent on their promoted Style Managers group sales, and they receive \$500 cash award for each Style Manager that they promote.

Style Director- Once the Senior Style Manager has promoted two of their Style Managers to Senior Style Managers then they earn 25-33 percent on personal sales, 5 percent on their recruited Style Consultants and their recruits, 3 percent on their promoted Style Managers group sales, they receive \$500 cash award for each promoted Style Manager, 2 percent on the sales of their promoted Senior Style Managers group sales, and they also receive an additional \$1,000 cash award for each Senior Style Manager that they promote.

There is a onetime investment required to enter the Company plus tax. This includes an Angela Moore Style Kit. The Company also throws in a free bracelet (www.mlmlegal.com) that is worth \$45 if representatives pay for the kit in full. Representatives are allowed to make a deposit with the Company and the remainder of what is owed is deducted from your compensation checks at 50% until the balance is paid.

Discussion of Distributor Base and Sales Volume in U.S.

NA

Company Website: www.angelamoore.com

At **MLMLegal.Com the intent of **MLM Company Profiles** is strictly educational, and, to provide insight into the broad array of Company offerings from an industry that spans the globe in upwards of 150 countries with sales volume exceeding \$100 billion and distributor involvement in the tens of millions. **MLMLegal.Com** does not promote or endorse any Company. **MLMLegal.Com** offers no value judgments, either pro or con, regarding the Companies. In most instances, descriptive material comes from self description by the Companies themselves. In all presentations, the names and logos of the Companies are obviously the trademarks owned by the Companies and are presented for the express purposes of informing the public about the Companies; and no product or opportunity offered by the Companies is offered in this presentation.*

***MLMLegal.Com** typically provides a link to official Company websites so that readers can become more fully informed about Companies that are profiled. The descriptive material offered is best categorized as "snapshot" information and represents a good starting point for research on Company products, services and opportunities. It should be clearly understood that such information may need updating in a dynamic and changing business marketplace. In addition, the information is gathered and presented in good faith for educational purposes, and if errors in information become apparent, **MLMLegal.Com** will attempt to correct the information, or if necessary, delete the Profile altogether. A reading of a Company Profile is properly followed up with visits to the Company website, research on major internet search engines, discussions with industry professionals and experts and feedback from those acquaintances who have had direct experience with the Companies. In addition, a wealth of information on MLM, Direct Selling, Direct Sales, Network Marketing and Party Plan will be found at www.mlmlegal.com, including scores of articles, video, resource opportunities and detailed analysis on industry issues and factors to consider in both starting and running a MLM Company or a MLM home based business.*

Jeffrey A. Babener, principal attorney in the Portland, Oregon, law firm Babener & Associates, represents many of the leading direct selling companies in the United States and abroad.

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