

MLM Company Profile: B's Purses & Accessories



B's Purses

**** Trademark of B's Purses & Accessories

B's Purses & Accessories

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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

B's Purses is located in Louisville, KY. The people behind B's are three women. Lisa Henderson is in charge of marketing/PR, Susan Guillen is in charge of design and the sales department and Sandra Masters takes care of operations. These three young mothers wanted to pursue their dreams while also having the time to spend with family and friends. They started the Company in 2004. Susan began B's Purses & Accessories out of her basement.

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Impact on the Industry

B's Purses & Accessories is a member of the Direct Selling Association (www.mlmllegal.com). B's Purses & Accessories has been featured in such publications as Simply Home Magazine, The Birmingham News, Tote Couture, Pregnancy & Newborn Magazine, and WREG-TV Live at Nine (CBS) in Memphis along with others.

Discussion of Products

B's Purses & Accessories sells handmade purses. It also sells accessories, luggage, sports products, fabrics, wristlets, big and small purses, beach purses, backpacks, portfolios, baby bags, and big and small totes.

Discussion of Opportunity

Representatives can start with the Company by purchasing a starter kit that includes a large tote, 50 invitations, 10 order forms, 10 catalogs, five representative applications, 10 business cards, and a training manual binder. Consultants also receive a personal website. Representatives also get a cash bonus of \$100 for each of their personal recruits who generate more than \$100 in sales within their first 30 days.

Independent Distributors for B's Purses & Accessories earn the following in personal and downline sales:

PERSONAL & DOWNLINE SALES					
	PERSONAL BASE SALES	GROUP VOLUME LEVEL 1	GROUP VOLUME LEVEL 2	GROUP VOLUME LEVEL 3	GROUP VOLUME LEVEL 4
DESIGN VP	26%	4%	2%	1%	1%
DESIGN EXECUTIVE	25%	4%	2%		
DESIGN LEADER	22%	4%			
DESIGNER	20%				

Hostess rewards include www.mlmllegal.com:

HOSTESS REWARD PROGRAM

PARTY SALES (Sales before shipping and tax)	PERCENTAGE OFF A B'S ITEM FOR A HOSTESS
\$0 - \$199	10%
\$200 - \$299	20%
\$300 - \$399	30%
\$400 - \$499	40%
\$500 - \$599	50%
\$600 - \$699	60%
\$700 - \$799	70%
\$800 - \$899	80%
\$900 - \$999	90%
\$1,000 - \$1,099	100%

This formula repeats for unlimited sales!

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

B's Purses & Accessories has hundreds of "B's Girls" across the United States creating handmade purses.

www.mlmllegal.com The Company produced millions of dollars in sales within the first three years of business.

B's Purses & Accessories utilizes a multi-level compensation plan and a party plan sales strategy. B's Purses & Accessories operates within the United States.

Company Website: www.bspurses.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.mlmllegal.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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