

## MLM Company Profile: Darswinkle's Delights



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### Darswinkle's Delights

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#### Editor's Note:

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#### Founding Story

Darwinkle's Delight began operations in January, 2001 in Murfreesboro, Tennessee.

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When the economy began sinking in 2000, Ms. Resha (the owner of Darwinkle's Delight) was laid off from a job she loved. Not willing to give up so easily, she decided to begin purchasing wholesale merchandise to resell at flea market fairs. After much success with selling her products, she decided to expand her business into a gift party opportunity. Ten years later, Darwinkle's Delights is operating as a gift party and internet sales business.

#### Impact on the Industry

NA

#### Discussion of Products

Darwinkle's Delight sells discount gift items and home decor. Products are sold through the company's online store, by catalog or by hosting home shows. Darwinkle's Delight's products are marked 15% off the suggested retail price.

## **Discussion of Opportunity**

Darwinkle's Delight sells products strictly through online and home party sales. For more information about Darwinkle's Delight, one must contact the ([www.mlmlegal.com](http://www.mlmlegal.com)) company.

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

Darwinkle's Delight states that it is a debt-free business.

Company Website: <http://www.darswinkles-delights.com/>

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*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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