

# Top 10 of Malaysia

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Business . People . Lifestyle

YOU MUST BE TOP WHEN  
YOU ARE FEATURED IN TOP 10

The Top 10's  
Most Inspiring Women  
in Malaysia

Bursa  
Malaysia's  
Top 10 Companies

A take on  
what's top in Asia

Dato' Ahmad Zaini  
At the Helm of MBSB

Celebrating achievements  
of the successful and inspiring



"Showcasing Malaysia to the world, an inspiration for all"



## Driving Network Marketing to Greater Heights with K-Link International

**M**ention network marketing and people would conjure images of pyramid diagrams and people persuading family and friends to sign up as down-liners. However, for K-Link International which specializes in health supplements and food products, network marketing is much more than that.

"We distinguish ourselves from our competitors through a unique marketing plan which allows networkers in Malaysia to sponsor networkers in other countries that have branches and stockists," says Dato' Dr Darren Goh, Group Managing Director of K-Link International.

"We are different from our competitors who have a standalone outfit only," he says. With an apt tagline of "Your Global Link", the company was set-up with the aim of linking its networkers globally.

K-Link International was formed in 2000. At that time, its product range was limited but of good quality. This attracted the attention of more customers who were hungry for quality health products to feed their bodies. This triggered the rapid expansion of the business. Soon more products were added and more distributors got on board. The business started growing.

According to Dato' Dr Darren, the company had decent sales of RM700,000 in its first month of operations. "However in less than a year, the figures shot through the roof with more than RM10 million sales per month," he says.

Some of K-Link International's best-selling products include K-Liquid Chlorophyll, Kinotakara, K-Liquid Spirulina, K-OmegaSqua, K-Ayurveda product series, Gamat product series



Dato' Dr Darren Goh being conferred the Darjah Indera Mahkota Pahang (D.I.M.P.) which carries the title Dato' by His Royal Highness, The Sultan of Pahang in 2009

and others. Customers lap up these products because of the multitude of health benefits they contain. Moreover K-Link's products are reasonably priced.

With more than half a million members worldwide, K-Link International has established its presence in more than 40 countries including Malaysia, Indonesia, India, Vietnam, Cambodia, Thailand, the Philippines, Hong Kong, Taiwan, as well as in the continents of Africa and Europe. Malaysia alone has more than 100,000 distributors and 35 stockists located throughout the country to widen its reach to consumers.

Over the next few years, K-Link International sees itself expanding to more countries by utilizing the strength of its network. It has already stamped its mark in Indonesia with the opening of the 25-storey K-Link Tower in Jakarta which has become a symbol of K-Link's success. The company's aim for Indonesia is to grow sales by 20% this year and to increase its members from 2 million to 5 million in 2012 – both are feats well within reach considering that K-Link is already ranked amongst the top five direct selling companies in the republic. With a vibrant economy and population of more than 250 million people, the Republic of Indonesia has become a huge potential market for K-Link International.

Dato' Dr Darren attributes the remarkable achievements of K-Link International to the spirit and philosophy of the company which is to continue the education of love and care that has been handed down through the generations.

As a Malaysian company that has gone global, K-Link's spirit and philosophy are inculcated into the different cultures, races, traditions, religions, age and educational background of its distributors and customers. "We are building a culture of love, care and concern amongst distributors. With our 'win-win' strategy, we cultivate our distributors to become a global player in the international arena," he adds.

Recognising the vital role that distributors play in network marketing, K-Link provides a concrete learning plan to educate its distributors on specialized and modernized management concepts to assist them in planning their business strategically. Distributors are taught K-Link's 3 'I' culture – Initiative, Informative and

Innovative. They are also introduced to the "5 Senses" principle – Vision, Mission, Recognition, Appreciation and Belonging which have been the underlying force of K-Link.

"We want to lead our distributors to develop a knowledge economy in this 21<sup>st</sup> Century. This will help build a solid enterprise blueprint, and develop our business throughout the world," says Dato' Dr Darren.

"By spreading our health and beauty concepts, we hope more people will join K-Link International and learn how to create and maintain a healthy lifestyle. We want to play an important role in the global direct selling industry, and at the same time fulfill our vision of becoming a globalised direct selling company," concludes Dato' Dr Darren.

With a unique marketing plan, distributor education and support, as well as quality products, K-Link International is indeed riding on the waves of network marketing and bringing it to greater heights.



(L-R) Dato' Khor Kah Kheng, Group Finance Director, Dato' Lawrence Yap, Group Executive Director, Dato' Dr Darren Goh, Group Managing Director, Dato' Dr Hj Md. Radzi bin Saleh, Group General Director



Cake-cutting session with the Board of Directors of K-LINK International



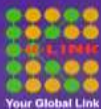
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**10** years  
of **Excellent**  
**opportunities** for  
better **health**  
and **lifestyle**



One **World**  
One **Mission**  
One **System**



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