

Betterware rides the economic storm



View video clip: <http://news.bbc.co.uk/1/hi/england/7785950.stm>

Questions

What method of distribution is used by Betterware?

How long has Betterware been in business?

How do Betterware's sales agents earn money?

Outline two reasons why Betterware performs well during a period of economic downturn