

Press Release

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Direct sales good for women — Fatimah

KUCHING: Direct selling is an effective way to increase household income for women.

Minister of Welfare, Women and Family Development Datuk Fatimah Abdullah said that it had in fact become the main source of income for many women.

“Direct sales have many advantages, including low capital to start up, no need for an operating licence as they can operate from home, flexibility in working hours and, most importantly, it doesn’t cause neglect to other responsibilities.

“With commitment, creativity and good interpersonal skills, women can go far in direct sales,” she said at the official launch of a new Tupperware Business Centre operated by Inspiration Resources here yesterday.

“Tupperware is a household name for many years and is an important part of women’s lives. It has proven to be a quality brand for household products.

“With the recent merger with Nutrimetics, another well-known brand, this new business centre will provide customers the convenience of shopping under one roof for all their household and beauty needs.”

She added that under her ministry, one of the key focus areas was to empower women to get involved in



NEW PRODUCT?: Fatimah (left) being shown some Tupperware products by Tham (centre) and Chee after the official launching ceremony.

With commitment, creativity and good interpersonal skills, women can go far in direct sales.

— Datuk Fatimah Abdullah, Minister of Welfare, Women and Family Development

entrepreneurship.

“Direct sales of a quality and reliable brand will help increase income of a household.”

Also present at the official launching ceremony were Tupperware Brands Malaysia sales director Tham Ying Hoong and Inspiration Resources proprietor

Anna Chee.

The new Tupperware Business Centre is located at Lot 7764, Section 64, Ground Floor, Jalan Datuk Abang Abdul Rahim.

For more information, contact 082-339921 or 012-8782120 (Chee).