

Press Release



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Creating a lucrative career from direct selling

KUCHING: The days when direct selling is only restricted to housewives have passed, says Welfare, Women and Family Development Minister Datuk Fatimah Abdullah.

In fact, the business is now done to not only supplement the family income but also as a career to empower today's women, according to her.

"In fact, many people I know have created a career out of direct selling.

"Moreover, it is a very lucrative career," she said when launching the Tupperware Brand/Nutrimetics stockist here yesterday.

She said this was because direct selling did not really require a big capital, thus making it easy to start.

Furthermore, she said the line offered flexibility in terms of time for women, who tended to bear multiple responsibilities as a wife, mother and even a daughter to elderly parents.

Fatimah said empowering women with the skills of entrepreneurship was part of her ministry's key focus area and this would also encompass direct selling.

As such, she commended independent consultant of Tupperware brand here, Anna Chee from Inspiration Resources, on her achievement of becoming an exemplary figure in direct selling.

"Anna is a classic example of direct selling's success stories.

"From a secretary, she has carved out a career through direct selling.

"She did not reach her current position by just sitting down and dreaming away.

"Her journey, I believe, was filled with obstacles and she might have felt like giving up at times," she said.

Fatimah went on to say that success did not come easy and it was the reward of hardwork, dedication and perseverance.



Innovative: (From left) Fatimah checking out a Tupperware rice dispenser together with Tupperware sales director Tham Ying Hoong and Chee at the launch of the Tupperware/Nutrimetics stockist in Kuching.

Hence, she called on women to be brave and bold in venturing into the business world as it would require the right attitude to make things work.

The Tupperware Brands is the premier Global Direct Seller of Innovative Premium Products.

It has eight separate direct selling companies in almost 100 countries and is a leader in

driving positive changes in women's lives.

Tupperware Brands products encompasses 30% beauty and personal care brands.

It began in Malaysia in 1965.

At present, there are over 70 Tupperware Brands Authorised Business Centres across the country and Singapore.

As for Nutrimetics Malaysia, it is an Australian brand of beauty and household range.