

Al-Munir Consultancy (Pvt) Limited

The Project of: Al-Munir Education System

Introduction

- Al-Munir Consultancy operates on a **Network Marketing (MLM)** model.
- **Focus:** Providing admissions to schools, colleges, academies, and technical institutes.
- Institutes pay high advertising costs to maintain strong class strength.
- Al-Munir introduces a **chain of consultants** working on a level-based MLM structure.
- Consultants earn commissions by enrolling admissions as per the MLM pattern.

Marketing Plan Overview

- The plan includes **9 levels (5 Basic and 4 Executive)**, starting from registration/membership.
- Each level has specific tasks and targets.
- Consultants must register by submitting documents and paying one time **non-refundable membership fee of 5000/**.
- Membership requires adherence to company rules: violations may lead to cancellation.
- After registration, consultants start as **Level 1**.

Rank Structure & Bonuses

Basic Ranks

Rank	Direct Bonus (Adm/inv)	1st Level Indirect (Adm/inv)	2nd Level Indirect	3 rd Level Indirect	4 th Level Indirect	Incentives	Incentive Criteria	
							Company Share %	Consultant's Share %
Level 1	10% / 2%	—----	—---	-----	-----	-----	-----	-----
Level 2	15% / 2%	5% / 0.5%	—---	-----	-----	5,000/- Cash Prize	100%	-----
Level 3	20% / 2%	5% / 0.5%	3% / 0.3%	-----	-----	Computer	50%	50%
Level 4	25% / 2%	5% / 0.5%	3% / 0.3%	2% / 0.2%	-----	Mobile Phone	50%	50%
Level 5	30% / 2%	5% / 0.5%	3% / 0.3%	2% / 0.2%	1% / 0.1%	Laptop	50%	50%

Rank Structure & Bonuses

Executive Ranks

Rank	Direct Bonus (Adm/inv)	1st Level Indirect (Adm/inv)	2nd Level Indirect (Adm/inv)	3rd Level Indirect (Adm/inv)	4th Level Indirect (Adm/Inv)	Global Bonus	Incentives	Incentive Criteria	
								Company 's Share %	Consultant's Share %
Manager	30% / 2%	5% / 0.5%	3% / 0.3%	2% / 0.2%	1% / 0.1%	1%	China 70 Bike	50%	50%
Senior Manager	30% / 2%	5% / 0.5%	3% / 0.3%	2% / 0.2%	1% / 0.1%	2%	Honda 70 Bike	60%	40%
Area Manager	30% / 2%	5% / 0.5%	3% / 0.3%	2% / 0.2%	1% / 0.1%	3%	Umrah / International Tour	70%	30%
Sector Head	30% / 2%	5% / 0.5%	3% / 0.3%	2% / 0.2%	1% / 0.1%	4%	School Branch (70%)	100%	-----

Rank Overview

- Eligibility & Role
- Target for Promotion
- Commissions & Incentives
- Team Tree

Level 1 – Consultant

Eligibility & Role:

Eligibility

- Submit consultancy form and membership fee.
- Receive License number to become a Level 1 Consultant.

Responsibilities

Refer admissions to **Schools, Colleges, Academies, and Technical Institutes** of Al-Munir Education System.

Introduce **Investors** (Spot/Event, Silent, or Active).

Promotion Criteria (Any One)

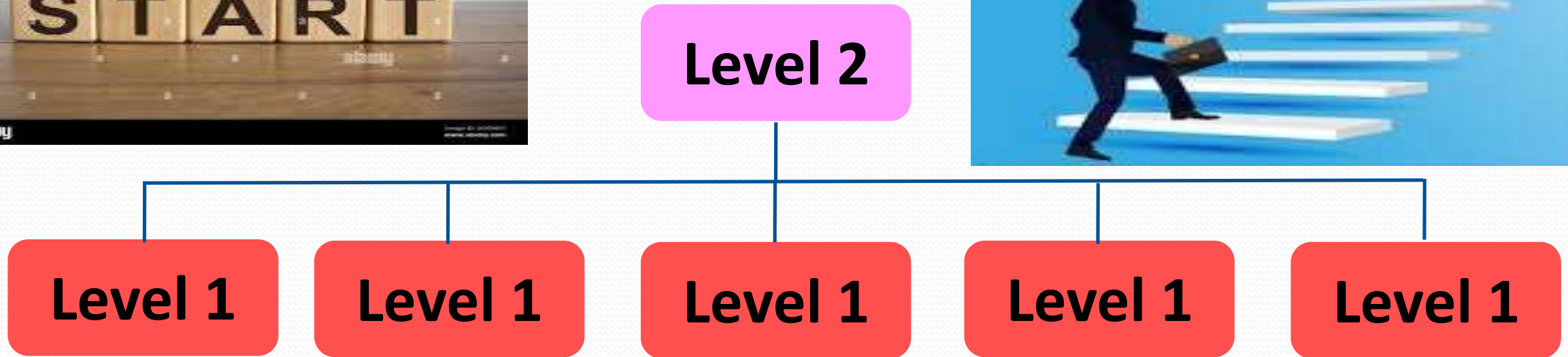
- **100 Academy Class** admissions.
- **50 School/College** admissions.
- **50 Technical Course** admissions.
- **20 Spot/Event Investors**
- **5 Silent or Active Investors.**

Commission & Incentives: Commission Structure

- **10%** of admission fee from school admissions.
- **2%** of the total amount invested by referred investors.
- **500 cash** for each new consultant introduced.



Level 2 – Consultant (Team Tree)



Note:
Focus on personal
target and team
development.
Get yourself trained to
make your work better.

**GOOD
START!**

Level 2 – Senior Consultant

Eligibility & Role:

Eligibility

- Must fulfill Level 1 promotion criteria.
- Must introduce 5 new Level 1 consultants to begin promotion process.

Responsibilities:

- Focus on both individual performance and team development.
- Actively mentor and lead the team of Level 1 consultants.

Promotion Criteria:

- Promote 5 Level 1 team members to Level 2 (must be from different lines).
- Personally Complete at least 50% of Level 1's admission targets personally.

Commission and Incentives

Commission Structure

- **Direct Bonus:** 15% of own admissions.
- **Indirect Bonus (First Level):** 5% of admissions made by direct team.
- **Investor Referral Bonus (Direct):** 2% of personally referred investments.
- **Investor Referral Bonus (Team):** 0.5% of investments through downline team.

Incentive:

₹5,000 Cash Prize upon meeting rank expectations and team performance.



Level 3 – Consultant (Team Tree)



Level 3

Level 2

Level 2

Level 2

Level 2

Level 2



Congratulations
To win
Computer



Level 3 – Consultant

Eligibility & Role: Promotion Criteria to

Level 4:

- Eligibility**
- Must complete Level 2 promotion targets.
 - Must lead at least 5 Level 1 Consultants to Level 2.

- Lead at least 5 Level 2 Consultants (from different lines) to Level 3.
- Personally complete 50% of Level 1 admissions targets on this rank.

Responsibilities

- Focus on personal performance, Team development and Team performance.
- Team management is also important for better earning and achievements.



Commissions & Incentives

Commission Structure:

Direct Bonus: 20%
First-Level Indirect Bonus: 5%
Second-Level Indirect Bonus: 3%
Personal Investor Bonus: 2%
First Level Indirect Investor Bonus: 0.5%
Second-Level Indirect Investor Bonus: 0.3%

Incentive:

Computer (Payment Value 25000)
Company will pay 50%
Consultant will pay 50%

Level 4 – Consultant

(Team Tree)

Level 4

Level 3

Level 3

Level 3

Level 3

Level 3

Congratulations

You won

Mobile



Level 4 – Consultant

Eligibility & Role:

Eligibility

Must complete Level 3 promotion targets.
Must Lead at least 5 Level 2 consultants to Level 3.

Responsibilities

Emphasizes leadership, team mentoring, and own productivity.

- Focus on personal performance and team guidance.
- Team management is more important for better earning and achievements.

Promotion Criteria to Level 5:

Lead at least 5 Level 3 consultants (from different lines) to Level 4.
Personally complete 50% of Level 1 admissions targets on this rank.



Commission and Incentive:

Commission Structure:

Direct Bonus: 25%
First-Level Indirect Bonus: 5%
Second-Level Indirect Bonus: 3%
Third-Level Indirect Bonus: 2%
Personal Investor Bonus: 2%
First Level Indirect Investor Bonus: 0.5%
Second Level Indirect Investor Bonus: 0.3%
Third Level Indirect Investor Bonus: 0.2%

Incentive:

Mobile Phone: (Value: 40,000)
Company will Pays 50%
Consultant will Pays 50%

Level 5 – Consultant

Team Tree)



Level 5

Level 4

Level 4

Level 4

Level 4

Level 4

Congratulations
You Won

Laptop



Level 5 – Consultant

Eligibility & Role:

Eligibility

- Must fulfill all Level 4 promotion Criteria.
- Lead at least 5 Level 3 Consultants to Level 4 (from different lines).

Responsibilities

- Must focus on both personal productivity and team development.
- Focus on personal performance and team guidance.
- Team management is most important for better earning and achievements

Promotion Criteria to Manager Rank:

- Lead At Least 5 Level 4 consultants (each from different lines) to Level 5.
- Personally secure 50% of Level 1's admission targets.



Commission and Incentives:

Commission Structure:

- Direct Bonus: 30%
- First-Level Indirect Bonus: 5%
- Second-Level Indirect Bonus: 3%
- Third-Level Indirect Bonus: 2%
- Fourth-Level Indirect Bonus: 1%
- Personal Investor Bonus: 2%
- First level Indirect Investor Bonus: 0.5%
- Second Level Indirect Investor Bonus: 0.3%
- Third Level Indirect Investor Bonus: 0.2%
- Fourth Level Indirect Investor Bonus: 0.1%

Incentive:

Laptop (Value: ₹55,000)

- 50% Paid by Company
- 50% Paid by Consultant

Executive Phase Overview

- **Executive Phase** begins after achieving **Level 5**.
- Executive consultants earn a **Global Bonus**:
10% share of admissions revenue from all Al-Munir institutes (Schools, Colleges, Academies, Technical Institutes).
- Executives can establish **offices to expand their network**.
- Global bonus applies mainly to teams where **Level 5 or above consultants operate**.
- To earn **direct and indirect bonuses**, executives must support new or weaker lines.
- Al-Munir may **partner with executives** for other business opportunities or pay them for **training and lectures**.
- Executive ranks include:
Manager, Senior Manager, Area Manager, and Sector Head.



Executive Rank 1: **MANAGER**

Eligibility & Role:

Must fulfill all **Level 5** promotion Criteria.
Lead at least 5 **Level 3 Consultants** to **Level 4** (from different lines).
Must focus on both **personal productivity** and **team development**.
• Focus on **personal performance** and **team guidance**.
• **Team management** is most important for better earning and achievements.

Promotion Target to **Senior Manager**:

Lead 2 **Level 5** consultants (different lines) to Manager rank.
Must lead at least 2 **New Lines Level 5**.
Personally introduce **Level 1** admission targets.
Actively develop **new teams** to qualify for all commission types.
Promotion from **Level 5** upon completion of targets.
Balance **personal performance** and **team development**.
Commission from a downline is earned **once per rank**. When the higher rank of any line approaches to **Level 5**, Consultant will get normal bonuses only one time.

Commissions and Incentives:

Commission Structure:

Direct Bonus: 30%
First Level Indirect Bonus: 5%
Second Level Indirect Bonus: 3%
Third Level Indirect Bonus: 2%
Fourth Level Indirect Bonus: 1%
Global Bonus: 1% monthly on admissions revenue.
Personal Investor Bonus: 2%
First Level Indirect Investor Bonus: 0.5%
Second Level Indirect Investor Bonus: 0.3%
Third Level Indirect Investor Bonus: 0.2%
Fourth Level Indirect Investor Bonus: 0.1%

Incentive:

China Bike CD 70 (Value: ₹150,000)
Company will pay 50%
Manager will pay 50%

Executive Rank 1: **MANAGER**

(Team Tree)



Manager



Level 5

Level 5

Level 5

Level 5

Level 5



Commission is awarded **once per rank per line**.

To continue earning from a line, **upliner must promote downline** to the next rank.

When a downline Leader promotes to Level 5. The upline will get only Global Bonus From that line. Work more on weaker lines to get all types of bonuses from that.

Executive Rank 2: **SENIOR MANAGER**

Eligibility & Role

Eligibility:

Promotion after completing **Manager rank targets**.
Must lead **2 Level 5 consultants to Manager rank**.

Responsibilities:

Focus on:
Personal productivity,
Team development,
Expanding new teams and network lines.
Commission from downline is received **once per rank**.
To maximize commissions, Senior Managers must continuously develop new network lines.

Targets for promotion to Area Manager:

Lead **3 Level 5 teammates** (including at least **2 new Senior Managers**) from different lines to Manager rank.
Introduce and lead **3 new team lines to Level 5 rank** (separate from original teams).
Personally introduce new admissions equal to the **Level 1 admission target**.
Must actively develop **new teams** to qualify for all commission types.

Commissions & Incentives

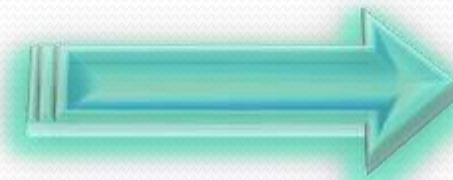
Commission Structure:

Direct Bonus: 30%
First-Level Indirect Bonus: 5%
Second-Level Indirect Bonus: 3%
Third-Level Indirect Bonus: 2%
Fourth-Level Indirect Bonus: 1%
Global Bonus: 2% monthly on admissions revenue.
Personal Investor Bonus: 2%
First Level Indirect Investor Bonus: 0.5%
Second Level Indirect Investor Bonus: 0.3%
Third Level Indirect Investor Bonus: 0.2%
Fourth Level Indirect Investor Bonus: 0.1%

Incentive:

Scooter: (Value: ₹200,000)
60% paid by company
40% paid by Senior Manager

amazing



Executive Rank 2: **SENIOR MANAGER**

(Team Tree)

Senior Manager



Manager

Manager

New Level 5

New Level 5



Opportunity
to Win
Scooter



Executive Rank 3: AREA MANAGER

Eligibility & Role

Eligibility

Promotion upon completion of Senior Manager rank targets. Must lead 1 New Level 5 consultants to Manager rank. Must lead 3 New consultants of separate lines to Level 5. Must Complete personal admissions target.

Responsibilities:

Focus on personal performance. Leading and mentoring the team. Developing new teams and network lines.

Target of Promotion to Sector Head:

Lead 2 more Level 5 to Manager (it becomes 5 Managers in total).
Lead 2 new consultants to Level 5 (it becomes 5 new Level 5 in total).
Personally introduce new admission equal to the Level 1 admission targets.
Active engagement in building new teams to qualify for full commission.



Commissions and Incentives

Commission Structure:

Direct Bonus: 30%
First-Level Indirect Bonus: 5%
Second-Level Indirect Bonus: 3%
Third-Level Indirect Bonus: 2%
Fourth-Level Indirect Bonus: 1%
Global Bonus: 3% monthly on admissions revenue.
Personal Investor Bonus: 2%
First Level Indirect Investor Bonus: 0.5%
Second Level Indirect Investor Bonus: 0.3%
Third Level Indirect Investor Bonus: 0.2%
Fourth Level Indirect Investor Bonus: 0.1%

Incentive:

Umrah Package: (Value: ₹300,000 approx)
70% paid by company
30% paid by Area Manager

Executive Rank 3: AREA MANAGER

(Team Tree)

Area Manager

Manager

Manager

Manager

New Level 5

New Level 5

New Level 5

Opportunity
To Win

Umrah



Executive Rank 4: Sector Head

Eligibility & Role

Eligibility:

Promotion upon completing Area Manager rank targets.
Must lead 5 Level 5 consultants to Manager rank.

Responsibilities:

Focus on personal performance,
Lead and develop the team,
Build and nurture new network lines.
Commission is paid once per rank per line.
To maximize earnings, must continuously work on new teams and lines.

Targets for further progression:

Lead and complete the 5 Managers (2 New Managers) (including the 3 Managers in Previous Rank).
Lead and Complete 5 New Leaders to (including those promoted in previous ranks) from different lines to Level 5 Rank.
Lead 5 new consultants to Level 5 (including 3 new Area Managers), separate from previous teams.
Personally introduce new admissions equal to Level 1 admission targets.
Actively develop new teams to qualify for full commission benefits.

Commissions & Incentives

Commission Structure:

Direct Bonus: 30%
First-Level Indirect Bonus: 5%
Second-Level Indirect Bonus: 3%
Third-Level Indirect Bonus: 2%
Fourth-Level Indirect Bonus: 1%
Global Bonus: 4% monthly on admissions revenue.
Personal Investor Bonus: 2%
First-Level Indirect Investor Bonus: 0.5%
Second-Level Indirect Investor Bonus: 0.3%
Third-Level Indirect Investor Bonus: 0.2%
Fourth-Level Indirect Investor Bonus: 0.1%

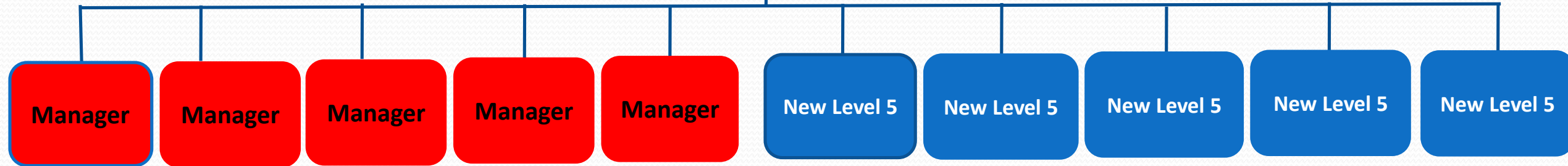
Incentive:

Al-Munir Campus Branch Partnership
(70% Shares Value: ₹350,000)
100% paid by company

Executive Rank 4: Sector Head



Sector Head



Congratulations

To become

School Owner



Golden Opportunity

JOIN US
AS AN
INVESTOR

Investment Plan Overview

As Investment is the backbone of every business. Al-Munir Consultancy is providing a opportunity to investors to invest with us and get handsome profit

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graph TD; Investor[Investor] --- Spot[Spot Investor]; Investor --- Silent[Silent Investor]; Investor --- Active[Active Investor];
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Investor

Spot Investor

Silent Investor

Active Investor

Spot or Event Investor

- Invests **one-time** for a specific event.
- Funds are used for academic necessities (books, stationery, cafeterias) across Al-Munir institutes.
- Investment is managed by Al-Munir Education System Head Office.
- Profit distributed after event completion as per agreement.
- Consultants act as middleman between investor and company.
- Profit paid **only once** after the event.

Silent Investor

- Long-term investor supporting building new institutes (schools, colleges, academies, technical Institutes).
- Investment is **secure and withdrawable** after a **specified period**.
- Shareholder of profits & losses according to agreement percentage.
- Receives monthly financial reports.
- Not involved in daily operations.
- No share in goodwill after agreement ends; capital returned upon closure.

Active Investor

- Invests in a specific branch or institute and actively participates.
- Treated similarly to silent investors but:
 - Shares goodwill of the institute.
- Works as an employee following rules and rank structure.
- Profit distributed after deducting expenses (rent, salaries, utilities) according to decided percentage.
- Shareholder of Profits & losses according to agreement percentage.
- To withdraw investment, an application is submitted; payout based on institute valuation after a waiting period.

Thank
you