

Anzore Closet

International Business
Marketing Plan



Message from the CEO

Annus Ur Rehman — Founder & CEO, Anzore Closet

Alhamdulillah, with immense gratitude, I started Anzore Closet—a dream turned into reality through faith, dedication, and hard work.

At Anzore, we don't just sell clothes—we craft confidence. Our designs reflect elegance, individuality, and modern femininity. Each piece is thoughtfully created to empower women who embrace both tradition and contemporary style. From quality fabrics to premium packaging, every detail is handled with care. We are proud to offer not just fashion, but an experience that speaks of grace, strength, and luxury. Thank you for supporting Anzore Closet. Let's grow together and continue redefining fashion—one outfit at a time.



About Our Company

Anzore is a Pakistani direct sales company launched on 11th August 2025. Our mission is to empower individuals by helping them grow their businesses and achieve financial independence. We offer a wide range of high-quality products and services, supported by a unique generation plan designed for long-term success.

Anzore provides its members with guaranteed income opportunities through multiple channels, making it an ideal choice for people who are passionate about fashion and eager to turn their dreams into reality. We are committed to creating a platform where ambition meets opportunity.



Company Vision

At Anzore Closet, we believe entrepreneurship goes beyond building a brand—it's about creating real opportunities. Our mission is to empower Pakistani youth, especially those facing unemployment or staying at home, by providing easy and accessible paths into direct sales. We are committed to uplifting underrepresented communities, helping individuals believe in their skills, creativity, and potential. Anzore Closet stands as a beacon of hope for those who dare to dream big and rise above their challenges.



ANZORE MEMBER RANK



- | | |
|-----------------------------|---------|
| • Executive Manager | • 1000 |
| • Silver Executive Manager | • 2000 |
| • Gold Executive Manager | • 5000 |
| • Diamond Executive Manager | • 8000 |
| • Ruby Executive Manager | • 15000 |



COMPANY REWARDS

- Diamond Executive Manager



- Iphone 16 pro max

- Ruby Executive Manager



- set of iphone and laptop with accessories

- Emerald Executive Manager



250 cc Heavy bike

- Royal Executive Manager



Honda city

Brand Ambassador

Role:

Represents the **ANZORE CLOSET** brand publicly.

Promotes products and services actively.

Builds and leads a large team or network under them.

Is often a top performer in terms of sales and recruitment.



Common Qualifications:

- Recruited a certain number of downlines.
- Achieved a high volume of monthly or yearly sales (e.g., Rs. 500,000+ in team sales).
- Maintained consistency over several months.
- Promotes the brand on social media or events



Brand Ambassador Rank Features

Monthly Volume Target

Team sales goal (e.g., 100,000–500,000 PKR or more)

Downline Requirement

Minimum number of active team members (e.g., 10–50+)

Leadership Bonus

Eligible for override commissions and leadership bonuses

Recognition

Highlighted at events, in training, or in company materials

Perks

Free products, international trips, special rewards, etc.



Ranks & Criteria



Rank

Points Required

Criteria

Diamond Executive Manager

25,000

2 Silver Managers in your direct team

Ruby Executive Manager

25,000

4 Silver Managers with your personal efforts

Emerald Executive Manager

25,000

6 Silver Managers, 2 Gold Managers with your personal efforts

Royal Executive Manager

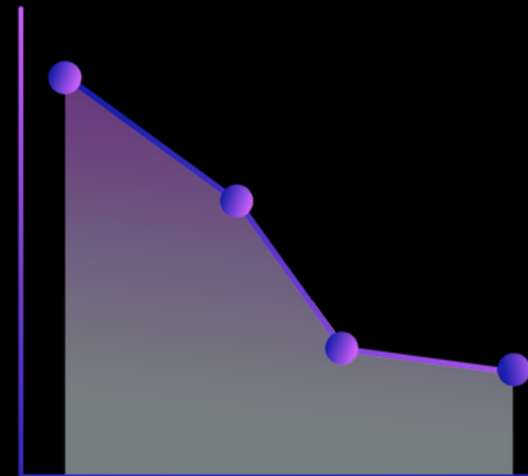
50,000

8 Silver Managers, 4 Gold Managers, 2 Diamond Managers



COMPANY RANKS AND INCOME

1. Associate Consultant — Points: 250 — Price: 5.5k
2. Team Manager — Points: 700 — Price: 7.5k
3. Executive Manager — Points: 1200 — Price: 10.5k
4. Silver Executive Manager — Points: 2500 — Price: 21k
5. Gold Executive Manager — Points: 5000 — Price: 50k
6. Diamond Executive Manager — Points: 8000 — Price: 70k
7. Ruby Executive Manager — Points: 15k — Price: 100k
8. Emerald Executive Manager — Points: 30k — Price: 150k
9. Royal Executive Manager — Points: 50k — Price: 200k



Working method



Associate Consultant:

No downline requirements.

Team Manager:

You need 5 Associate Consultants in your downline.

Executive Manager:

You need 11 Associate Consultants in your downline.

You need 1 Team Manager in your downline.

Silver Executive Manager

You need 17 Associate Consultants in your downline.

You need 1 Executive Manager in your downline.

You need 2 Team Managers in your downline.



Gold Executive Manager:

You need 24 Associate Consultants in your downline.

You need 2 Executive Managers in your downline.

You need 3 Team Managers in your downline.



Diamond Executive Manager:

You need 29 Associate Consultants in your downline.

You need 3 Executive Managers in your downline.

You need 5 Team Managers in your downline.

You need 1 Gold Executive Manager in your downline.

You need 2 Silver Executive Managers in your downline.

Ruby Executive Manager:

You need 32 Associate Consultants in your downline.

You need 5 Executive Managers in your downline.

You need 6 Team Managers in your downline.

You need 2 Diamond Executive Managers in your downline.

You need 3 Gold Executive Managers in your downline.

You need 4 Silver Executive Managers in your downline.

THANK YOU