

# DAHSYATNYA MARKETING PLAN K-LINK

*New Evolution*



# POTENSI BISNIS K-LINK

( SESUAI SYARIAH )



Penghasilan  
Dual Plan  
A&B



Penghasilan  
Global



Jaringan Bisnis  
Internasional



Dapat diwariskan

# ISTILAH DALAM MARKETING PLAN K-LINK

- BV = Business value
- PBV = Personal Business Value
- PGBV = Personal Group Business Value
- GBV = Group Business Value
- Accumulation BV
- Current BV



# MARKETING PLAN K-LINK

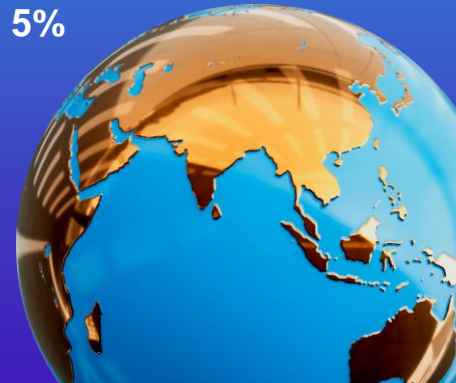
KEUNTUNGAN LANGSUNG ± 20% - 40%

## Plan A 74%

- |                                 |     |
|---------------------------------|-----|
| 1. Development Bonus            | 28% |
| 2. Leadership Bonus             | 30% |
| 3. S.R.E.D Fund                 | 3%  |
| 4. Crown Fund                   | 1%  |
| 5. Crown Ambassador Fund        | 2%  |
| 6. Senior Crown Ambassador Fund | 1%  |
| 7. Royal Crown Ambassador Fund  | 1%  |
| 8. Car/House Fund               | 3%  |
| 9. Year End Bonus               | 3%  |
| 10. Overseas Incentive          | 2%  |

## Plan B 74%

- **Dynamic Fund 10%**
  - **Initiative Fund 15%**
  - **Unilevel Bonus 44%**
  - **Global Bonus Sharing 5%**
- Omset BV < 100.000**  
 Syarat BV :  
 3000, 3000, 3000



Plan A 74%

Dual Plan  
Minimal  
400 BV !!!

Plan B 74%

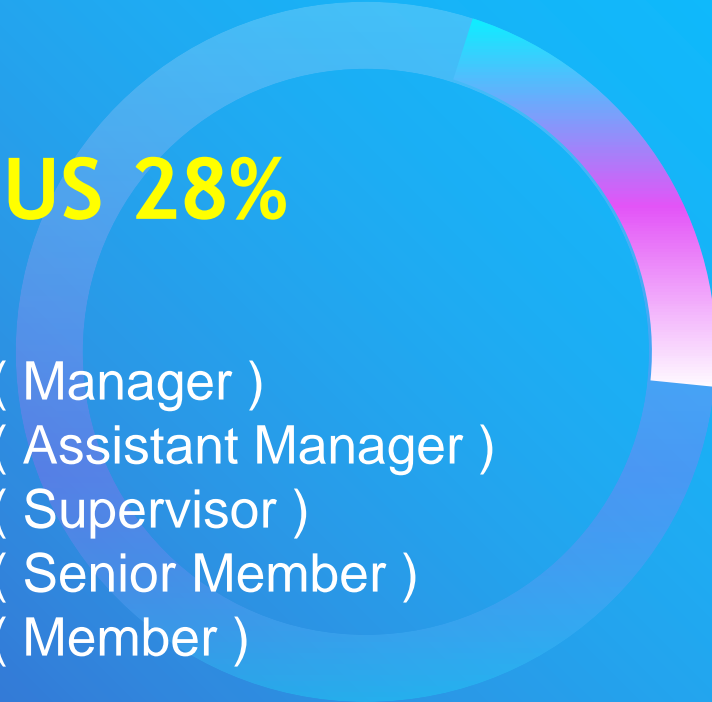


# PLAN A 74%

1. Development Bonus	28%
2. Leadership Bonus	30%
3. S.R.E.D Fund	3%
4. Crown Fund	1%
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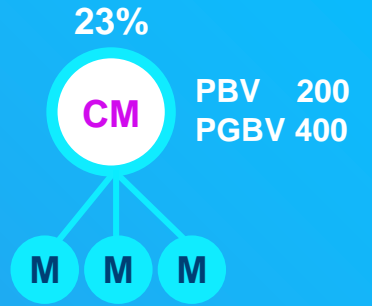
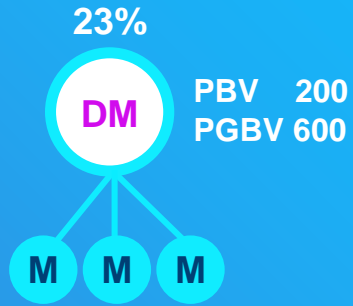
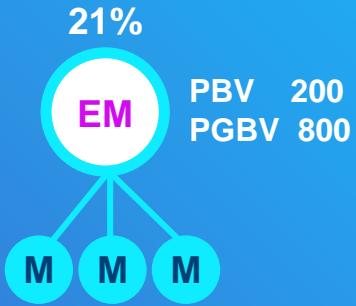
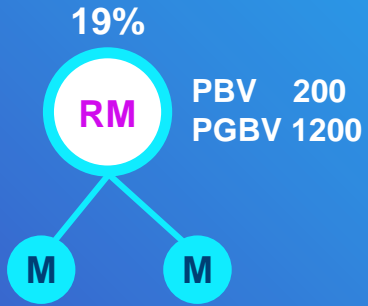
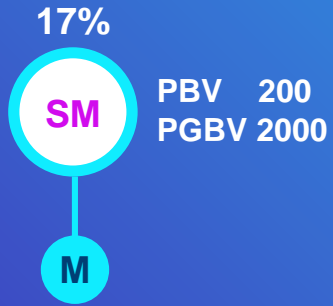
# 1. DEVELOPMENT BONUS 28%



18.000 BV – 15%	( Manager )
8.000 BV – 12%	( Assistant Manager )
2.000 BV – 9%	( Supervisor )
400 BV – 6%	( Senior Member )
100 BV – 3%	( Member )

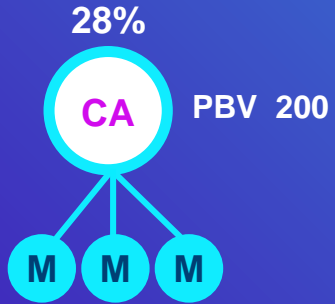
\* Akumulasi BV

\* Minimal PBV 100 BV berhak mendapatkan bonus

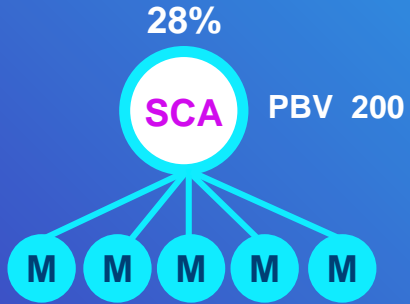


4 EM

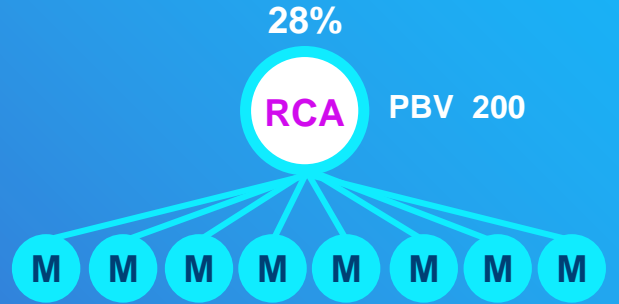
8 EM



12 EM



14 EM



17 EM



# 2. LEADERSHIP BONUS 30%

$$\frac{\text{Total Company BV} \times 30\% \text{ (Fixed allocation of Leadership Bonus)}}{\text{Total Qualified Leadership Points}} = \text{Leadership Bonus Point Value}$$

Rank	Leadership Bonus 30%							
	S.R.E.D. Fund 3%				1%	2%	1%	1%
Rank	SM	RM	EM	DM	CM	CA	SCA	RCA
Personal Group Business Value	2,000	1,200	800	600	400	200	200	200
Monthly Personal Business Value	200	200	200	200	200	200	200	200
Number of Managers required for promotion	1	2	3	4 EM	8 EM	12 EM	14 EM	17 EM
Personal Group Leadership Bonus	5%	5%	5%	5%	5%	5%	5%	5%

Generations of Manager Bonus	1	2	3	4	5	6	7	8	9
1	5%	5%	5%	5%	5%	5%	5%	5%	5%
2	4%	4%	4%	5%	5%	5%	5%	5%	5%
3	3%	4%	4%	5%	5%	5%	5%	5%	5%
4		3%	4%	4%	4%	4%	4%	4%	4%
5			3%	3%	3%	3%	3%	3%	3%
6				2%	2%	2%	2%	2%	2%
7					1%	1%	2%	2%	2%
8						1%	1%	1%	1%
9							1%	1%	1%

1. Distributor shall maintain Monthly Personal Sales of 200BV to enjoy the Leadership Bonus.
2. Personal Group Business Value (PGBV) = Total Sales volume of you and your downlines who have not been promoted to Manager (3% to 12%).

# 3. S.R.E.D FUND 3%

Sapphire Manager, Ruby Manager, Emerald Manager, Diamond Manager

Kualifikasi :

Sapphire Manager	Manager line $\geq$ 10.000 BV, PGBV $\geq$ 5.000 BV
Ruby Manager	a). Manager line $\geq$ 10.000 BV, 10.000 BV, PGBV $\geq$ 1.200 BV <b>atau</b> b). Manager line $\geq$ 10.000 BV, 5.000 BV, PGBV $\geq$ 5.000 BV
Emerald Manager	a). Manager line $\geq$ 10.000 BV, 10.000 BV, PGBV $\geq$ 800 BV <b>atau</b> b). Manager line $\geq$ 10.000 BV, 5.000 BV, PGBV $\geq$ 5.000 BV <b>atau</b> c). Manager line $\geq$ 10.000 BV, 5.000 BV, 5.000 BV, PGBV $\geq$ 1.200 BV
Diamond Manager	a). Manager line $\geq$ 10.000 BV, 10.000 BV, 5.000 BV, PGBV $\geq$ 600 BV <b>atau</b> b). Manager line $\geq$ 10.000 BV, 10.000 BV, PGBV $\geq$ 5.000 BV <b>atau</b> c). Manager line $\geq$ 10.000 BV, 10.000 BV, PGBV $\geq$ 600 BV (2/3 dari Dana SRED)

## 4. CROWN MANAGER FUND 1%

### Kualifikasi :

Manager line  $\geq$  10.000 BV, 10.000 BV, 5.000 BV, PGBV 400 BV *atau*  
Manager line  $\geq$  10.000 BV, 10.000 BV, PGBV 400 BV (2/3 dari Dana Crown)



# 5. CROWN AMBASSADOR FUND 2%

Kualifikasi :

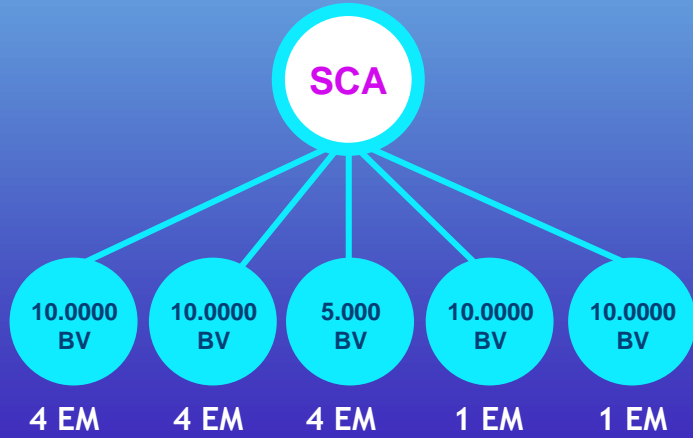
Manager line  $\geq$  10.000 BV, 10.000 BV, 5.000 BV, PGBV 200 BV)



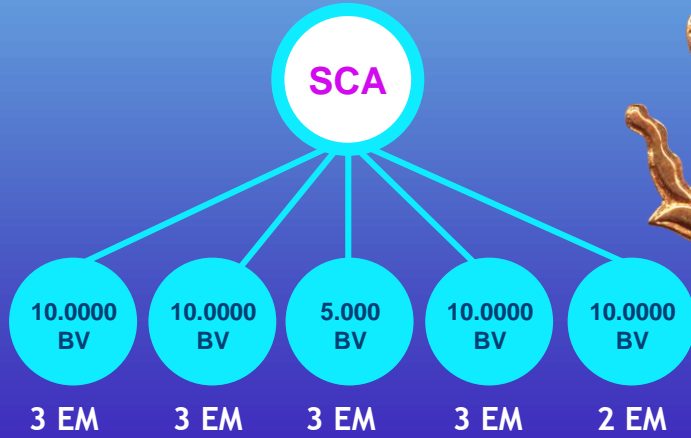
# 6. SENIOR CROWN AMBASSADOR FUND 1%

Kualifikasi :

Manager line  $\geq$  10.000 BV, 10.000 BV, 5.000 BV, 10.000 BV, 10.000 BV,



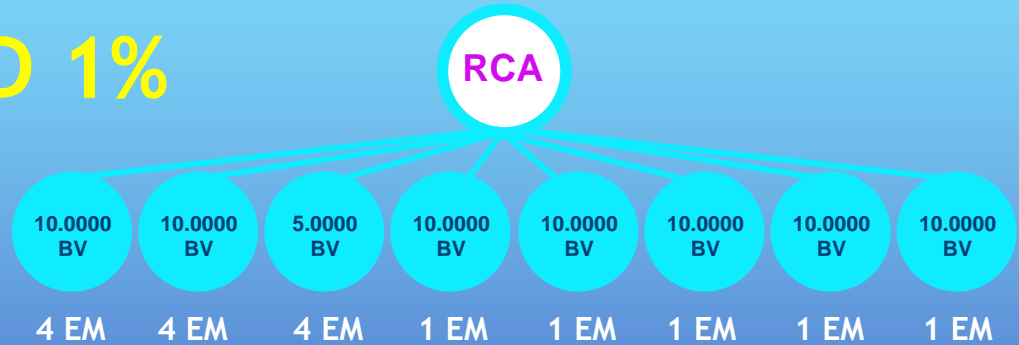
ATAU



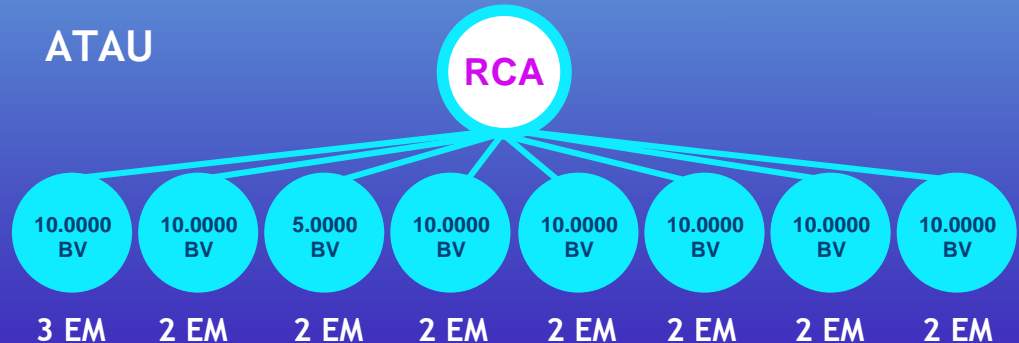
# 7. ROYAL CROWN AMBASSADOR FUND 1%

## Kualifikasi :

Manager line  $\geq$  10.000 BV, 10.000 BV,  
5.000 BV, 10.000 BV, 10.000 BV,  
10.000 BV, 10.000 BV, 10.000 BV



ATAU



# 8. CAR/HOUSE FUND 3%

Diamond Manager, Crown Manager, Crown Ambassador,  
Senior Crown Ambassador, Royal Crown Ambassador.  
Kualifikasi :



Diamond Manager	Manager line $\geq$ 10.000 BV, 10.000 BV, 5.000 BV, PGBV 600 BV
Crown Manager	Manager line $\geq$ 10.000 BV, 10.000 BV, 5.000 BV, PGBV 400 BV
Crown Ambassador	Manager line $\geq$ 10.000 BV, 10.000 BV, 5.000 BV, PGBV 200 BV
Senior Crown Ambassador	Manager line $\geq$ 10.000 BV, 10.000 BV, 5.000 BV, PGBV 200 BV
Royal Crown Ambassador	Manager line $\geq$ 10.000 BV, 10.000 BV, 5.000 BV, PGBV 200 BV

**Pembayaran maksimum perbulan : PV.9.000 ( Rp.28.800.000,- )**

# 9. YEAR END BONUS 3%

Emerald Manager, Diamond Manager, Crown Manager, Crown Ambassador, Senior Crown Ambassador, Royal Crown Ambassador. Kualifikasi :



Emerald Manager	Manager line $\geq$ 10.000 BV, 10.000 BV, 5.000 BV, PGBV	800 BV
Diamond Manager	Manager line $\geq$ 10.000 BV, 10.000 BV, 5.000 BV, PGBV	600 BV
Crown Manager	Manager line $\geq$ 10.000 BV, 10.000 BV, 5.000 BV, PGBV	400 BV
Crown Ambassador	Manager line $\geq$ 10.000 BV, 10.000 BV, 5.000 BV, PGBV	200 BV
Senior Crown Ambassador	Manager line $\geq$ 10.000 BV, 10.000 BV, 5.000 BV, PGBV	200 BV
Royal Crown Ambassador	Manager line $\geq$ 10.000 BV, 10.000 BV, 5.000 BV, PGBV	200 BV

Pembayaran bulanan maksimum : PV.9.000 ( Rp. 28.800,000,- )

Pembayaran tahunan maksimum : PV.108.000 ( Rp. 345.600.000,- )



# 10. OVERSEAS INCENTIVE 2%

Sapphire Manager, Ruby Manager, Emerald Manager, Diamond Manager, Crown Manager, Crown Ambassador, Senior Crown Ambassador, Royal Crown Ambassador. Kualifikasi :

Sapphire Manager	Manager line $\geq$ 5.000 BV, PGBV 5.000 BV
Ruby Manager	Manager line $\geq$ 5.000 BV, 5.000 BV, PGBV 1.200 BV
Emerald Manager	Manager line $\geq$ 5.000 BV, 5.000 BV, PGBV 800 BV
Diamond Manager	Manager line $\geq$ 5.000 BV, 5.000 BV, PGBV 600 BV
Crown Manager	Manager line $\geq$ 10.000 BV, 10.000 BV, PGBV 400 BV
Crown Ambassador	Manager line $\geq$ 10.000 BV, 10.000 BV, PGBV 200 BV
Senior Crown Ambassador	Manager line $\geq$ 10.000 BV, 10.000 BV, PGBV 200 BV
Royal Crown Ambassador	Manager line $\geq$ 10.000 BV, 10.000 BV, PGBV 200 BV

Pembayaran Tahunan maksimum : 15.000 ( Rp. 48.000,000,- )



# PLAN B 74%

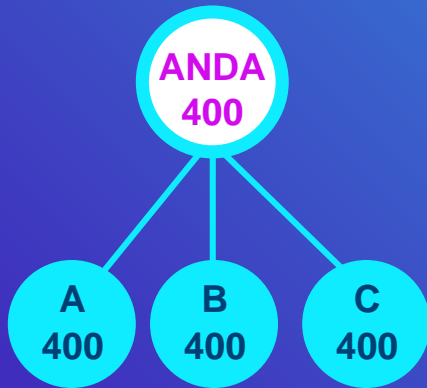
- DYNAMIC FUND 10%
- INITIATIVE BONUS 15%
- UNILEVEL BONUS 44%
- GLOBAL BONUS SHARING 5%  
OMSET BV < 100.000  
SYARAT BV : 3000, 3000, 3000



# 1. DYNAMIC FUND 10%

Berlaku peringkat 3% sampai 15%

1 POINT



## PLAN A :

Development Bonus

Pribadi :  $200 \times 6\%$  = PV 12 = Rp. 38.400

Group :  $(200 \times 3) \times (3 - 3)\%$  = PV 0 = Rp. 0

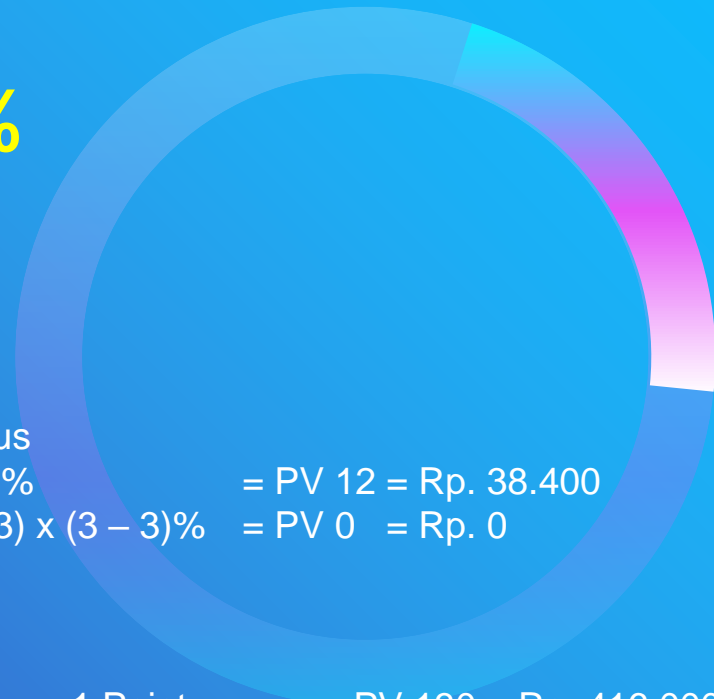
## PLAN B :

Dynamic Fund : 1 Point = PV 130 = Rp. 416.000

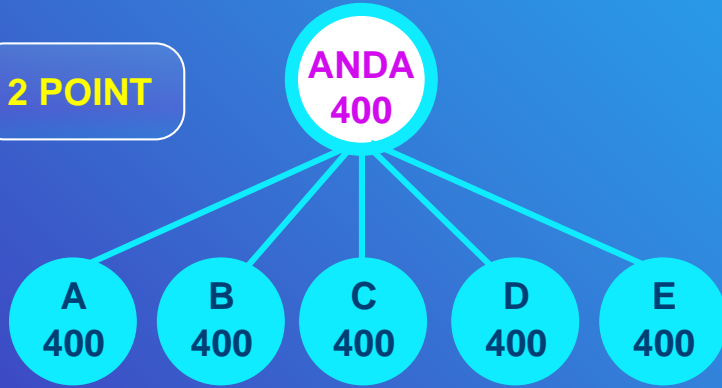
Initiative Bonus :  $15\% \times 3 \times 200$  = PV 90 = Rp. 288.000

Unilevel Bonus :  $(3 \times 200) \times 4\%$  = PV 24 = Rp. 76.800

**Total Bonus : Rp. 819.200**



**2 POINT**



**PLAN A :**

Bonus Pembangunan

Pribadi =  $200 \times 9\%$  = PV 18 = Rp. 57.600  
 Group =  $5 \times 200 \times 3\%$  = PV 30 = Rp. 96.000

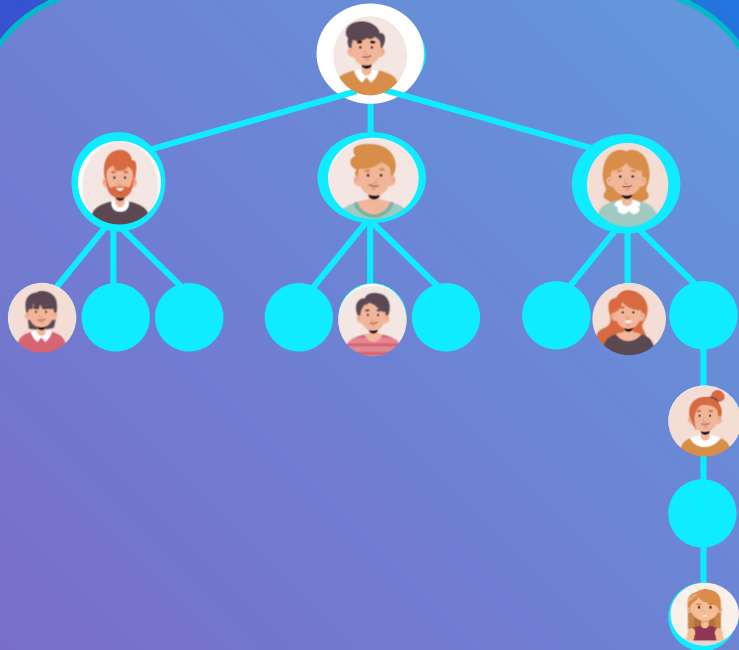
**PLAN B :**

Dynamic Fund =  $2 \times 130$  = PV 260 = Rp. 832.000  
 Initiative Bonus =  $15\% \times 1.000$  = PV 150 = Rp. 480.000  
 Unilevel Bonus =  $(5 \times 200) \times 4\%$  = PV 40 = Rp. 128.000

**Total Bonus = 1. 593.600**



## 2. INITIATIVE FUND 15%



- Tidak ada Batasan waktu, level atauoun peringkat.
- Setiap downline yang anda rekrut langsung belanja 400 BV dan anda PBV 400 BV makan akan dapat PV 30 = Rp.96.000 /orang.
- Anda dapat menempatkan downline yang anda rekrut bebas dimanpun selamat di dalam jaringan sponsorship anda.
- Bayangkan jika anda merekrut 100 orang yang belanja 400 BV maka anda Rp.9.600.000.

## 2. UNILEVEL BONUS 44% ( 11 Level )

	1x 200	2 x 200	3 x 200	4 x 200	5 x 200
Level 1	4%	4%	4%	4%	4%
Level 2	4%	4%	4%	4%	4%
Level 3	4%	4%	4%	4%	4%
Level 4		4%	4%	4%	4%
Level 5		4%	4%	4%	4%
Level 6			4%	4%	4%
Level 7			4%	4%	4%
Level 8				4%	4%
Level 9				4%	4%
Level 10					4%
Level 11					4%

### NOTE:

“ Infinity dari Bonus Unilevel didapat bila memenuhi 5 Leg 400BV dan akan didapat dari sisa Bonus Unilevel Downline dikedalaman yang tidak 5 Leg 400BV



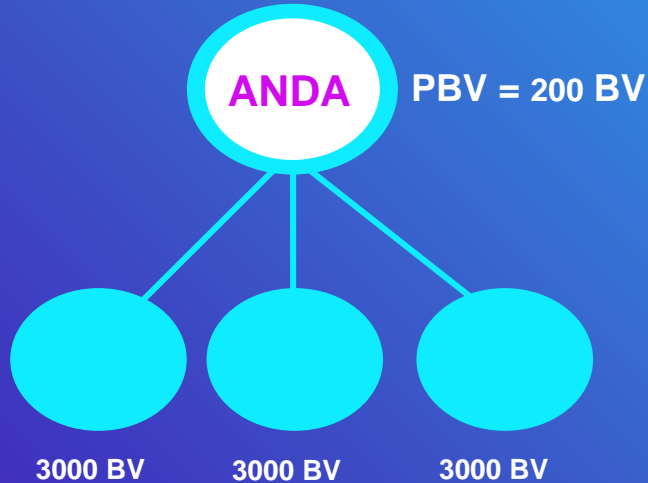
## UNILEVEL BONUS 44%

### 11 LEVEL @ 4%

LEVEL	JUMLAH DIST.	BV	%	PV	IDR
1	5	200	4	40	128.000
2	25	200	4	200	640.000
3	125	200	4	1.000	3.200.000
4	625	200	4	5.000	16.000.000
5	3.125	200	4	25.000	80.000.000
6	15.625	200	4	125.000	400.000.000
7	78.125	200	4	625.000	2.000.000.000
8	390.625	200	4	3.125.000	10.000.000.000
9	1.953.125	200	4	15.625.000	50.000.000.000
10	9.765.625	200	4	78.125.000	250.000.000.000
11	48.828.125	200	4	390.625.000	1.250.000.000.000

# 3. PEMBAGIAN BONUS GLOBAL 5%

K-Link memberikan sebesar 5% dari jumlah BV penjualan “PLAN B” sebagai pembaian bonus global.

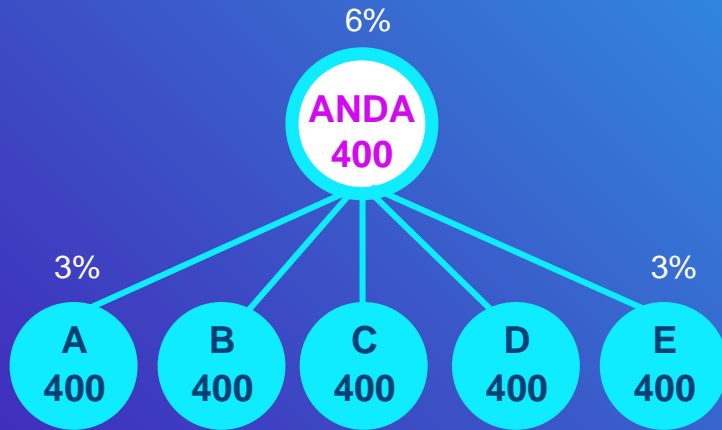


- 5% X jumlah BV dari plan B
- Total group sales (plan A+B)  $\leq 100.000$  BV akan mendapat 5% dalam jumlah BV dengan syarat mereka minimal memiliki 3 kaki yang berlainan dengan nilai BV.



# Contoh Perhitungan Step 1 dengan Kondisi 400BV

Sponsor 5 Orang



Sponsor 5 Orang

## PLAN A :

$$200 \times 9\% = PV 18 = \text{Rp. } 57.600$$

$$(200 \times 5) \times (6 - 3)\% = PV 30 = \text{Rp. } 96.000$$

**Bonus Plan A = Rp. 153.600**

## PLAN B :

$$\text{Dynamic Fund} = 2 \times 130 = PV 260 = \text{Rp. } 832.000$$

$$\text{Initiative Bonus} = 15\% \times 1.000 = PV 150 = \text{Rp. } 480.000$$

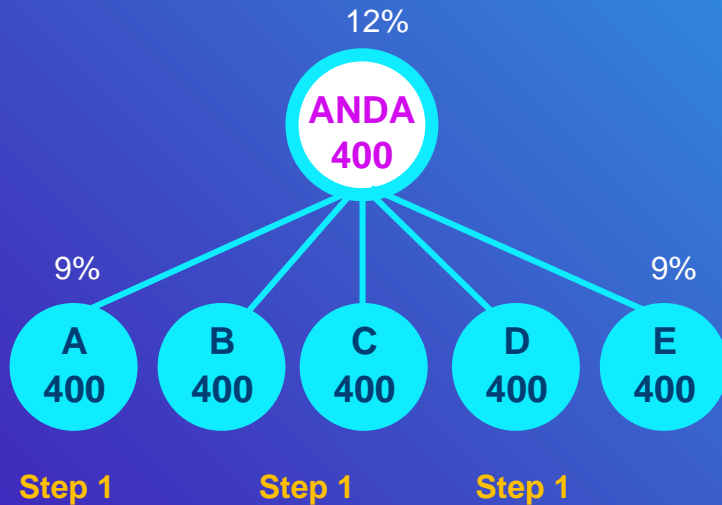
$$\text{Unilevel Bonus} = (5 \times 200) \times 4\% = PV 40 = \text{Rp. } 128.000$$

**Bonus Plan B = Rp. 1.440.000**

**Total Bonus = Rp. 1.593.600**

# Contoh Perhitungan Step 2 dengan Kondisi 400BV

Bantu 5 Orang Melakukan Step 1



## PLAN A :

$$200 \times 12\% = PV24 = \text{Rp. } 76.800$$

$$6.000 \times 3\% = PV180 = \text{Rp. } 576.000$$

**Bonus Plan A = Rp. 652.800**

## PLAN B :

$$\text{Dynamic Fund} = 2 \times 130 = PV260 = \text{Rp. } 832.000$$

$$\text{Initiative Bonus} = 1.000 \times 15\% = PV 150 = \text{Rp. } 480.000$$

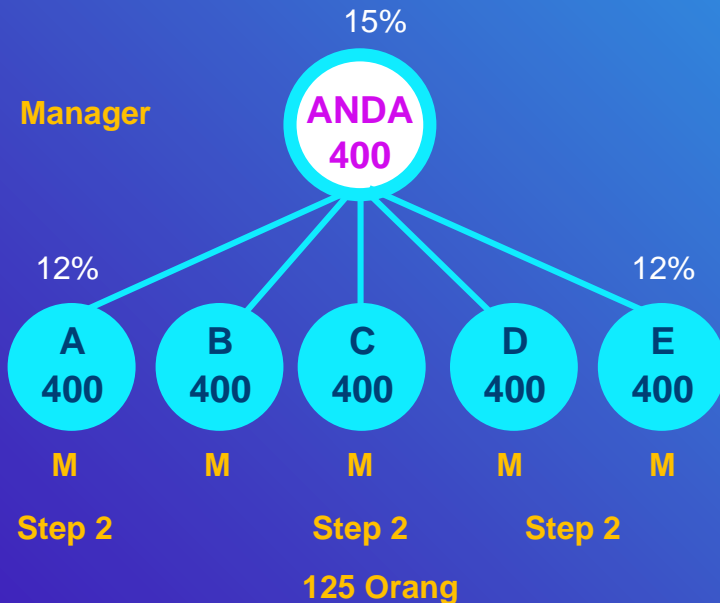
$$\text{Unilevel Bonus} = 6.000 \times 4\% = PV 240 = \text{Rp. } 768.000$$

**Bonus Plan B = Rp. 2.080.000**

**Total Bonus = Rp. 2.732.800**

# Contoh Perhitungan Step 3 dengan Kondisi 400BV

Bantu 5 Orang  
Melakukan Step 2



## PLAN A :

$$200 \times 15\% = PV30 = \text{Rp. } 96.000$$

$$200 \times 155 \times 3\% = PV930 = \text{Rp. } 2.976.000$$

**Bonus Plan A = Rp. 3.072.000**

## PLAN B :

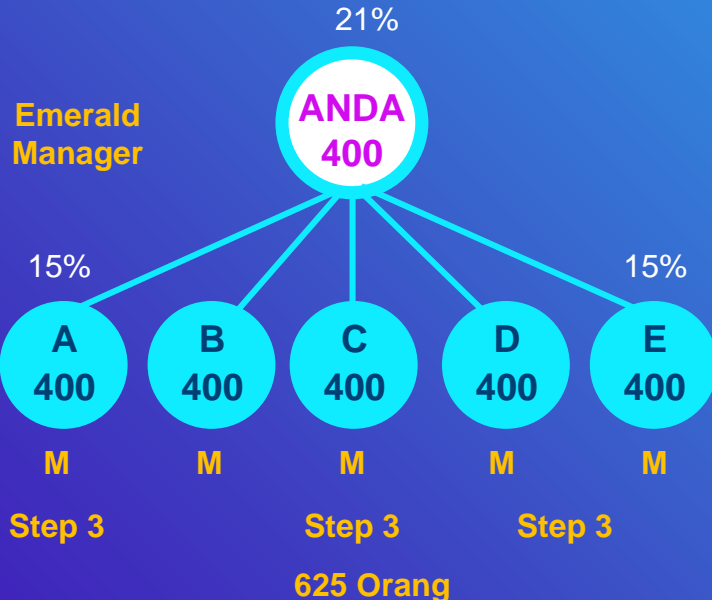
Dynamic Fund	= 2 x 130	= PV 260	= Rp. 832.000
Initiative Bonus	= 1.000 x 15%	= PV 150	= Rp. 480.000
Unilevel	= 31.000 x 4%	= PV 1.240	= Rp. 3.968.000
G.B.S	= 1.240 x 0,5	= PV 930	= Rp. 2.976.000

**Bonus Plan B = Rp. 8.256.000**

**Total Bonus = Rp. 11.328.000**

# Contoh Perhitungan Step 4 dengan Kondisi 400BV

Bantu 5 Orang  
Melakukan Step 3



## PLAN A :

$$200 \times 21\% = PV42 = \text{Rp. } 134.000$$

$$780 \times 200 \times 6\% = PV9.360 = \text{Rp. } 29.952.000$$

$$(780 \times 200BV) \times 5\% \times 0,46 \text{ (L.B)} = PV3.588 = \text{Rp. } 11.481.600$$

$$(780 \times 200BV) \times 5\% \times 0,38 \text{ (S.R.E.D)} = PV2.964 = \text{Rp. } 9.484.800$$

$$(780 \times 200BV) \times 5\% \times 0,06 \text{ (Y.E.B)} = PV468 = \text{Rp. } 1.497.600$$

$$(780 \times 200BV) \times 5\% \times 0,03 \text{ (O.I)} = PV234 = \text{Rp. } 748.800$$

**Bonus Plan A = Rp. 53.299.200**

## PLAN B :

$$\text{Initiative Bonus} = 1.000 \times 15\% = PV 150 = \text{Rp. } 480.000$$

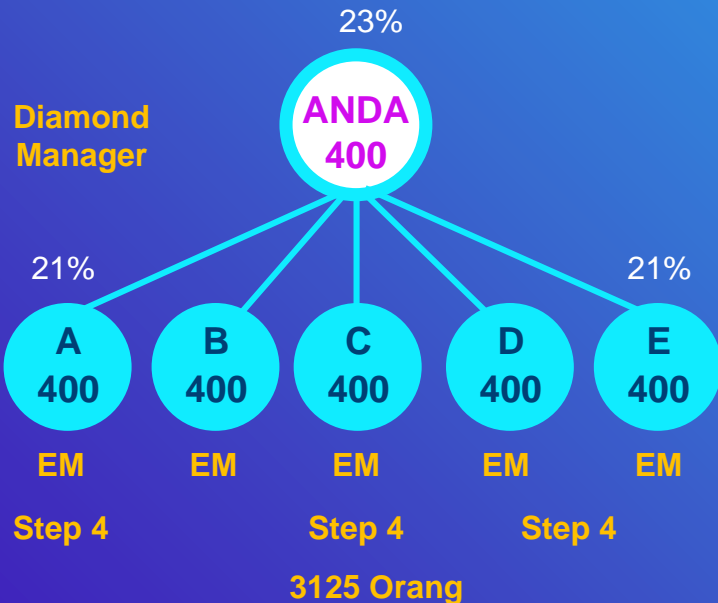
$$\text{Unilevel Bonus} = 780 \times 200 \times 4\% = PV 6.240 = \text{Rp. } 19.968.000$$

**Bonus Plan B = Rp. 20.448.000**

**Total Bonus = Rp. 73.747.200**

# Contoh Perhitungan Step 5 dengan Kondisi 400BV

Bantu 5 Orang Melakukan Step 4



## PLAN A :

- 200 x 23% = PV 46 = Rp. 147.200
- 3.905 x 200 x 2% = PV 15.620 = Rp. 49.984.000
- (3.905 x 200BV) x 5% x 0,46 (L.B) = PV 17.963 = Rp. 57.481.600
- (3.905 x 200BV) x 5% x 0,38 (SRED) = PV 14.839 = Rp. 47.484.800
- (3.905 x 200BV) x 5% x 0,062 (C/ H.F) = PV 2.421 = Rp. 7.747.520
- (3.905 x 200BV) x 5% x 0,06 (Y.E.B) = PV 2.343 = Rp. 7.497.600
- (3.905 x 200BV) x 5% x 0,03 (O.I) = PV 1.172 = Rp. 3.748.800

**Bonus Plan A = Rp. 173.944.320**

## PLAN B :

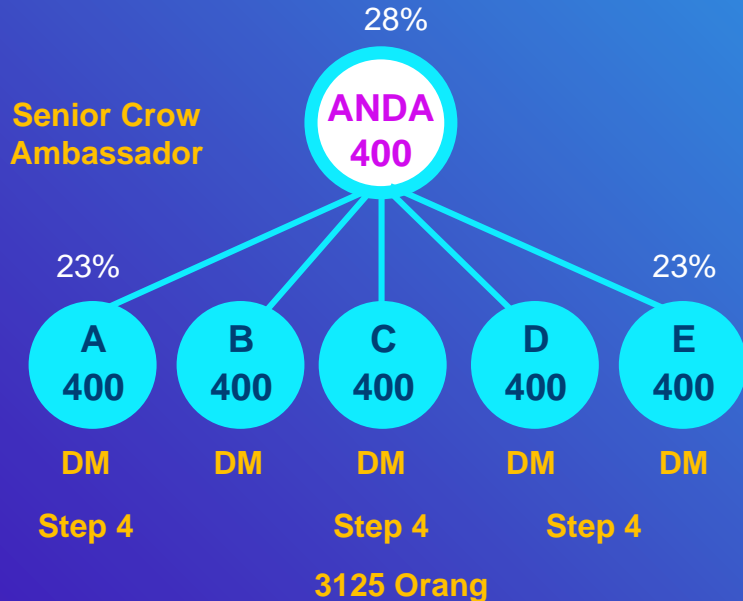
- Initiative Bonus = 1.000 x 15 % = PV 150 = Rp. 480.000
- UL = 3.905 x 200 x 4% = PV 31.240 = Rp. 99.968.000

**Bonus Plan B = Rp. 100.448.000**

**Total Bonus = Rp. 274.539.520**

# Contoh Perhitungan Step 6 dengan Kondisi 400BV

Bantu 5 Orang Melakukan Step 4



## PLAN A :

- $200 \times 28\% = PV 56 = Rp. 179.200$
- $19.530 \times 200 \times 5\% = PV 195.300 = Rp. 624.960.000$
- $19.530 \times 200BV \times 5\% \times 0,46 (L.B) = PV 89.838 = Rp. 287.481.600$
- $19.530 \times 200BV \times 5\% \times 0,062 (C/ H.F) = PV 12.109 = Rp. 38.747.520$
- $19.530 \times 200BV \times 5\% \times 0,053 (CA F) = PV 10.351 = Rp. 33.122.880$
- $19.530 \times 200BV \times 5\% \times 0,088 (SCA F) = PV 17.186 = Rp. 54.996.480$
- $19.530 \times 200BV) \times 5\% \times 0,06 (Y.E.B) = PV 11.718 = Rp.37.497.600$
- $19.530 \times 200BV) \times 5\% \times 0,03 (O.I) = PV 5.589 = Rp. 18.748.800$

**Bonus Plan A = Rp. 1.095.554.880**

## PLAN B :

- Initiative Bonus =  $1.000 \times 15\% = PV 150 = Rp. 480.000$
- UL =  $19.530 \times 200 \times 4\% = PV 156.240 = Rp. 499.968.000$

**Bonus Plan B = Rp. 500.448.000**

**Total Bonus = Rp. 1.596.182.080**

SO...  
BAGAIMANA BESARNYA  
BONUS YANG AKAN  
ANDA PEROLEH  
PADA STEP 7,8,9 dst..?  
SILAHKAN HITUNG SENDIRI



# KODE ETIK

1. Kode Etik Perusahaan PT. K-LINK No. 7.3 :  
Menjual produk-produk Perusahaan tidak sesuai dengan harga yang telah ditentukan.
2. Peraturan Pemerintah No. 29 Tahun 2021 pasal 51 Huruf J :  
Perusahaan yang telah memiliki Perizinan Berusaha di bidang Penjualan Langsung dilarang melakukan kegiatan Menjual atau memasarkan barang yang tercantum dalam perizinan berusahanya melalui saluran distribusi tidak langsung dan/atau online marketplace.
3. Opini Syariah dari Dewan Pengawas Syariah PT. K-LINK 30 Oktober 2020 (utusan DSN MUI Pusat), memutuskan :  
Bahwa tindakan mitra K-Link yang menjual produk-produk K-Link dengan harga yang tidak sesuai ketentuan perusahaan dan/atau melakukan *Cutting Prize* adalah terlarang secara Syariah karena melanggar akad yang disepakati, dan merugikan mitra K-Link lainnya.



TENTUKAN &  
MULAILAH  
MERAH  
IMPIANMU  
SEKARANG JUGA!!



DIGITAL  
NETWORK  
MARKETING



Insya Rantai  
Syariah