

Party Your Way to a Great Business Opportunity

Think of "party plan" and what comes to mind? If you automatically picture a bunch of dowdy housewives sitting in a circle discussing the intricacies of plastic storage containers, you may just be surprised. Party plan today is diverse, exciting and offers a fantastic opportunity for those looking for their [own business](#).

Modern party plan is about much more than just food storage: according to the Direct Selling Association of Australia, there are over 70 party plan businesses across the country, selling everything from pet products to lingerie to [kitchenware](#). Parties are becoming more fun and interactive for guests, with reps using everything from games to pole dancing to spice things up. One of Australia's fastest-growing party plan companies, The Chefs Toolbox, offers free cooking demonstrations and food tastings to its guests. With parties becoming less like boring sales pitches and more like social events, customers are even booking them for special occasions such as hen's nights, kitchen teas and Christmas parties.

Popular as a means for women to join the workforce when it first emerged around the 1960s, party plan has resurged as a great way for women to re-enter the workforce after having children. With flexible hours, good commissions and generous incentive schemes, the party plan has a lot to offer young mothers. Due to the high costs of childcare, many women decide it is not financially worthwhile to return to their full-time job, and discover that the flexibility of party plan perfectly suits their lifestyle.

What a lot of people don't realise, however, is that party plan is a legitimate business opportunity for anyone and can actually lead to a very lucrative career. Consultants or demonstrators, as they are often known, basically run their own businesses and, with the support of the parent company, are ultimately responsible for their own growth and success – which means that for those who want it, the sky is the limit. Some companies encourage their consultants to engage in their own external marketing activities, such as radio and print advertisements, to boost their businesses, while added encouragement comes from incentive schemes that commonly offer top-performing consultants bonuses such as free product, gifts and free overseas trips. They also have the opportunity to work their way up to management level, which entails leading a team of people and in turn brings greater financial rewards.

The industry is rife with tales of happy consultants realising their dreams of buying a brand new car or taking the family on regular overseas jaunts with the income they earn from party plan; many even earn six-figure salaries. So don't make the mistake of discounting party plan as something only mums and housewives do for a bit of pocket money: the business opportunity is there if you want it!

About the Author

The Chefs Toolbox offers a great range of [kitchenware](#) through party plans and home [cooking lessons](#) & demonstrations. Visit www.chefstoolbox.com.au to find out more.

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