

Analisis aplikasi konsep multi level marketing syariah pada PT. Ahad Net Internasional

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Abstrak

<i>The trend of marketing approaches that used by the company recently moved so lastly. A lot of marketing approach have born so fast but a lot of them has left by the company so quickly.

The Network Marketing Concept or more known as Multi Level Marketing Concept is a Marketing Concept that known by a lot of people all over the world. The next step is the birth of concept of Multi Level Marketing Shariah, the concept of Multi Level Marketing that is based on Islamic Spirit for getting their performance according to Al-Qur'an and Sunnah.

But what we called Concept of Multi Level Marketing Shariah is a concept that still so strange in our mind. People then want to know, what concept is this and how is the application of this concept in a company? And what are the indicators of its success?

By using theory of Multi Level Da'wah by Hidayat (2003:4) and Descriptive Method of Research that consist of study of reference and field of study, the writer want to answer what is Concept of Multi Level Marketing Shariah, how is the application of this concept in the company, what are the differences with the conventional and what are the indicator of its success in the company.

At the end of this research analysis, the writer also try to give a SWOT (Strength, Weakness, Opportunity and Threat) analysis on the application of this concept at PT. Ahad Net International.</i>