

# The essential fe-Commerce concept

**First: Why is the Fair & Ethical Commerce concept so important?**

**Employees feel underpaid, and their current jobs are in jeopardy.**

**The recent past.**

- A pre-pandemic Indeed's salary report found that 81 percent of workers in the U.S. are not comfortable with how much they're making. The percentage is even worse among women.
- 47% of respondents plan to request a salary increase of 8% that the majority of them will never get.
- The situation is not better in Europe. Not to mention the rest of the world.

**The present.** The COVID-19 pandemic has taken a terrible toll on the world's workers. It has destroyed millions of jobs, causing a drop in employment that was 14 times bigger than the one after the financial crisis of a decade ago. In many countries, unemployment has risen to levels last seen in the 1930s, with the pain concentrated among the low-skilled. The pandemic has also accentuated inequalities that had previously often only bubbled under the surface.

**The future.** Computers, intelligent machines, and robots seem like the workforce of the future. It means that more and more jobs are going to be replaced by technology.

# **Clubshop Fair & Ethical Commerce: Empowering Mass Consumption.**

***The Inclusive Distribution of Profits  
through Social Commerce, as a Solution  
for All Those Who Want More from Life.***

## **Clubshop Fair & Ethical Commerce: Ordinary People's needs and benefits.**

We, as ordinary people, are all consumers and play an essential role in the market. However, we are constantly bombarded with sales pitches without ever being compensated for our contribution to the economy.

Recognizing the magnitude of this problem, we are urgently offering a tangible solution to those who refuse to passively accept this situation. This solution acknowledges that ordinary, underpaid individuals often work long hours and have family responsibilities.

As a result, they are unable or unwilling to sacrifice too much of their free time to increase their income.

***In other words, they need the opportunity to earn extra income without working additional hours or investing capital they don't have. Many of these individuals aspire to live comfortable lives and should be empowered to achieve their dreams.***

They deserve this because they are performing essential jobs for society, even if they are underpaid. Since 1997, our mission has been to "build extraordinary lives for ordinary people." To fulfil this mission, we are co-creating the greatest people's business ever conceived: Clubshop fe-

Commerce.

## **Clubshop Fair & Ethical Commerce: Companies' needs and benefits.**

All companies in the world, need to constantly invest and risk huge amount of money upfront, if they want to survive in a more and more competitive market.

We think it's time to expand a new business model by putting together retailers and consumers to create wonderful synergies among them. **fe-Commerce from the companies point of view:** Participating in the Clubshop Fair and Ethical Commerce project offers companies a multitude of benefits.

By willingly sharing a small percentage of their profits with consumers, they demonstrate fairness and justice. The fe-Commerce project's goal of enhancing people's quality of life without raising product prices aligns with ethical values.

By adopting fair practices and allowing consumers not only to save money but also to earn money thanks to the unique Clubshop model, companies can boost their turnover and garner customer appreciation, all without incurring upfront costs.

The innovative ClubBucks project of Clubshop enables local retailers to earn even when their shops are closed, and also benefit from active promotions by other shops in the same area.

This creates a powerful network effect, fostering growth and success for all involved. **ALL FOR FREE!**

### **Briefly:**

- We, as consumers, are an essential part of the market.
- We are bombarded with thousands of commercial messages daily, all trying to sell us something.
- Despite this bombardment, we receive no benefit or

compensation.

- Companies willing to share a small percentage of their profits with consumers are fair and just.
- Clubshop Ethical Commerce aims to elevate people's quality of life without inflating product prices.
- By adopting fair practices, companies can increase their turnover and gain customer appreciation without incurring upfront costs.
- As a consequence, consumers on the one hand, save hundreds or thousands of dollars per year on their everyday shopping, and at simultaneously can earn a significant passive income each time other people save money on their everyday shopping. A win-win-win.