

Options Independent Business Operator (IBO) Advantages

Lan Doung (as a produce street vendor)	Lan Doung (as an Options IBO)
Earns less than \$2 per day	Has the potential to earn up to \$7 per day Year 1 and more each following year
Works very long hours	Has flexible working hours, and can better manage children and other family needs
Is exploited by her suppliers	Is licensed to sell high-margin products
Has no health insurance	Makes an affordable but mandatory health insurance contribution
Loses inventory and profit to pilferage	Product can be trucked to reduce threat of street theft.
Is often abused	Community at large has a vested interest in the success of Lan and other Options IBOs
Has no marketing or competitive advantage	Has Options headquarter marketing support and distinct local competitive advantages
Has little to no business or professional development opportunities	Can work way up to Options Mini-plant employee, manager, owner/equity partner
Operates an unregistered business	Operates under a registered company
Subject to bribes and other corruption Has no police protection Has no legal recourse	Local NGOs and governmental agencies benefit from the local Options Mini-plant and have an interest in protecting the interests of the Mini-plant and the IBOs