



COMPETITIVE STRATEGY LEADERSHIP



Best Practices Criteria for World-Class Performance



Strategy Innovation

Strategy Effectiveness

Strategy Execution

*Competitive
Differentiation*

*Executive Team
Alignment*

Stakeholder Integration

Customer Impact

Price/Performance Value

*Customer Purchase
Experience*

*Customer Ownership
Experience*

*Customer Service
Experience*

Brand Equity

The company demonstrates a strong overall performance



Amway has been recognized with Frost & Sullivan's 2023 Asia-Pacific Competitive Strategy Leadership Award for staying ahead of the curve.

The company's success in the Asia-Pacific home water treatment industry is attributed to its industry-leading portfolio centered around client needs and consistent innovation. Notably, the launch of the upgraded eSpring water purifier in September 2023, incorporating ultraviolet-c light-emitting diode technology for effective virus and contaminant elimination while preserving essential minerals, showcased Amway's commitment to cutting-edge solutions.

- Janice Wung, Program Manager,
Energy & Environment



Best Practices Award Recognition

Best Practices Awards recognize companies demonstrating outstanding achievement and superior performance. The Competitive Strategy Leadership Award recognizes the company with a stand-out approach to achieving top-line growth and a superior customer experience.

In the half-century since its founding, Frost & Sullivan has become a widely recognized leader in the growth consulting industry - A Global Growth Partnership Company.