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The team at AMWAY'S FLAGSHIP EXPERIENCE CENTRE in Bloomsbury Square, London, is Pure Beauty's store team of the month

What is your role in-store and what does this entail?

Richard Fletcher, general manager: It is my responsibility to deliver the highest levels of service and support to all our Amway business owners (ABOs), making sure that new customers are always aware of the brands and the business opportunities that Amway has to offer. This involves adopting a hands-on approach with regards to our products and training.

Max Demetriou, assistant manager, beauty and training: As assistant manager, I support the general manager and drive the entire team to follow suit. My focus is also on expert beauty training with the individual brands such as Artistry.

Laura Mead, beauty consultant: As a beauty consultant, I offer beauty and skincare advice to customers and free makeovers in the centre, as well as beauty training and consultations when required. Retail is a big part of my role, but the

beauty and product advice and training makes each day different.

What is the best thing about working at Amway?

Richard Fletcher: Seeing the positive impact that our services have on the development of the business as a consumer-facing business; it's great to be part of the change that the business has gone through.

Kirsten Morgan, product trainer: Working with customers and helping to make a difference in their business. Our distributors often ask for advice on beauty and nutrition so, as a qualified personal trainer and nutritionist, I get to see first hand the changes people make in their own lives.

Max Demetriou: The best thing about working at Amway is building relationships with our business owners and helping them to become successful. It's also been fantastic to see the positive

response from customers to our brands that are now readily available on the high street.

What are the biggest challenges you have to face in your business?

Richard Fletcher: As the launch of the flagship centre was the first of its kind in the UK from Amway, the challenge was to embrace the change. We are constantly looking at ways of improving what we do and maintaining those levels of excellence.

Laura Mead, beauty consultant: For a beauty consultant, I think the biggest challenges are having to always understand the individual needs of each of our customers' and the need to have an in-depth knowledge of the entire product range. We try to take into account the look and feel that the consumer is hoping to achieve to make sure we send every visitor away happy.

Hodan Yusuf, hair stylist: The biggest challenge I face is to change peoples' understanding of the Satinique range - we have gone for quite a long period of time without educating our customers on this range and I am excited that I can help rectify that.

What makes working for Amway unique, and what are the particular challenges?

Richard Fletcher: Amway is retailing for the very first time in the UK, which naturally makes it an exciting and challenging time for us. It is 'old school' retailing, where we can strip everything back to basics and ensure a full understanding of what both our customers and ABO's need.

Laura Mead: I have worked for other companies in the past but I thoroughly enjoy working at the Amway Flagship Centre. I love welcoming our new business owners who regularly use the facilities that the centre has to offer. On a daily basis I am utilising my people skills and beauty expertise, as well as my sales skills.

Kirsten Morgan: While working for Amway I have been given the opportunity to utilise my knowledge as a personal trainer and nutritionist. This has not only been to improve people's health and quality of life, but also to help build their businesses and educate them so that they are able to go on and inform others. It is a role that I find incredibly rewarding.