



Building an Isagenix Business in
POLAND



Poland OVERVIEW

- Poland is 9 hours ahead of Isagenix HQ and is on Central European Time (UTC+02:00).
- The Isagenix European Office is located in London (UK).
- In 2020 Polish purchasing power stands at 120,633 ZLOTY (\$28,751) per capita.
- Warsaw is the Capital, the largest metropolitan area and financial centre.
- Poland currently has a population of 37.85 million with approximately 67% between the ages of 15 and 64 years old.
- Poland is located at the cross-roads of Europe and has a developed economy with a large and increasingly modern network of transport infrastructure. New roads and high-speed rail lines are currently under construction.
- Poland has a strong hospitality culture, and they enjoy company and treating guests like family.
- Poland has an incredibly varied landscape with beaches, mountains, forests, deserts, and lakes all within its territory!

Poland is a country located in Central Europe and shares its borders with seven other Countries.



Poland

GETTING TO KNOW THE PEOPLE



BUSINESS ETIQUETTE

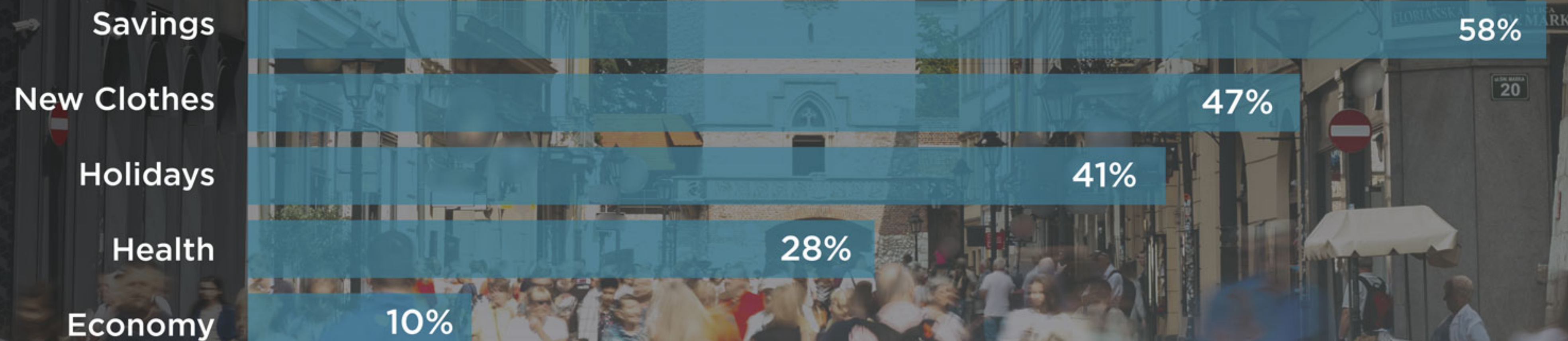
- Poles don't call anyone they first meet by name: instead, they use "Pan" (Mr./Sir) "Pani" (Ms./Madam).
- People with professional titles are called by Sir/Madam, followed by their title.
- Greet with a handshake and eye contact.
- There is normally a formal business dress code.



LOCAL MENTALITY

- Polish people are very punctual.
- It's better to avoid topics surrounding religion, politics, and overly personal questions such as salary or sexual orientation.
- Poland has a strong hospitality culture.

Poland CONSUMER CONCERNS



Poland COMMUNICATION

CONSUMER SOCIAL MEDIA

YOUTUBE 

FACEBOOK 

FACEBOOK
MESSENGER 

INSTAGRAM 

WHATSAPP 

92%

89%

72%

55%

45%

LANGUAGE BASICS

Hej, Cześć, Witaj | Hello

Dzień dobry | Good morning

Dzień dobry | Good afternoon

Dobry wieczór | Good evening

Do widzenia | Goodbye

Dziękuję | Thank you

Proszę | Please

Przepraszam | Excuse Me

Nie rozumiem | I don't understand

Tak | Yes / **Nie** | No

Some Polish words SOUND the same, but the spelling and meaning is different...
"może" means "maybe", but "morze" (which is pronounced the same!) means "sea".