**Abstract**

Herbalife product is a leading brand having wider market share. The brand is familiar to most of its prospective consumers. The study deals with pros and cons of Herbalife products and measures the effectiveness and expectation, which will facilitate the dealers and manufacturers to understand the preference of the consumers. It also helps to identify the factors influencing the dealers to choose Herbalife distribution business. An attempt is made to study the factors influencing the distributors/dealers in selecting Herbalife product distribution as their business and also the problems in marketing the same.