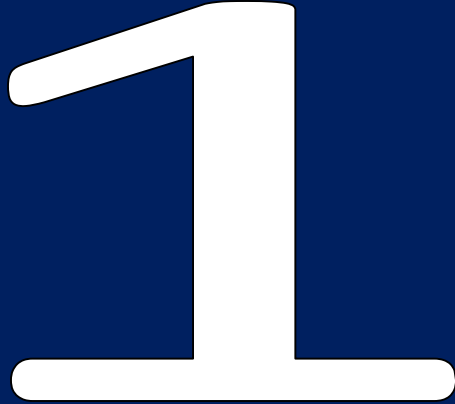


A Vision ... for better health



A large, white, stylized number '1' is centered within a dark blue square.

YEAR

Established 2014

Founded by Dr. Muhammed Mahmoud & Dr. Ibrahim Jaber & Dr. Ahmed Kamel.

To establish alliance pharmaceutical business in Egypt and GCC region.

Vision

To build up our position as a leading and profitable corporation

Mission



Build up our leading position as a world class healthcare corporation through partnership and team work.

Investments

Saudi Arabia



**AREEB GLOBAL
PHARMACEUTICAL**

Areeb Global Pharmaceutical

- It is our sister company at Saudi Arabia
- Healthcare and Pharmaceutical Distribution
- Business started in October '2014

Future business



EGYVET Pharmaceutical

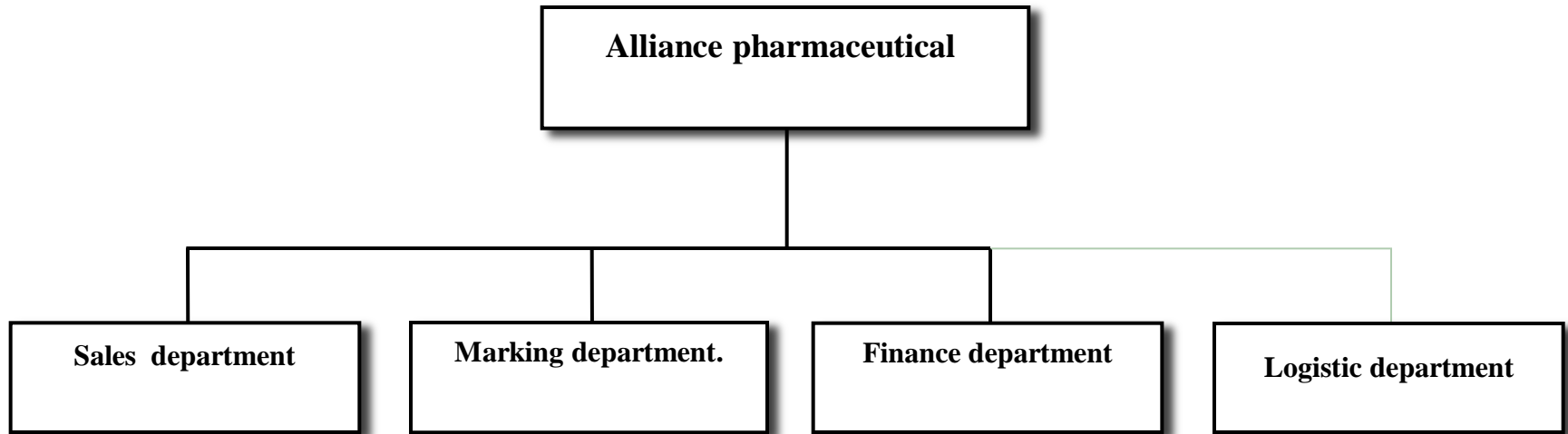
- It is our sister company at Egypt
- Veterinary Pharmaceutical Distribution.



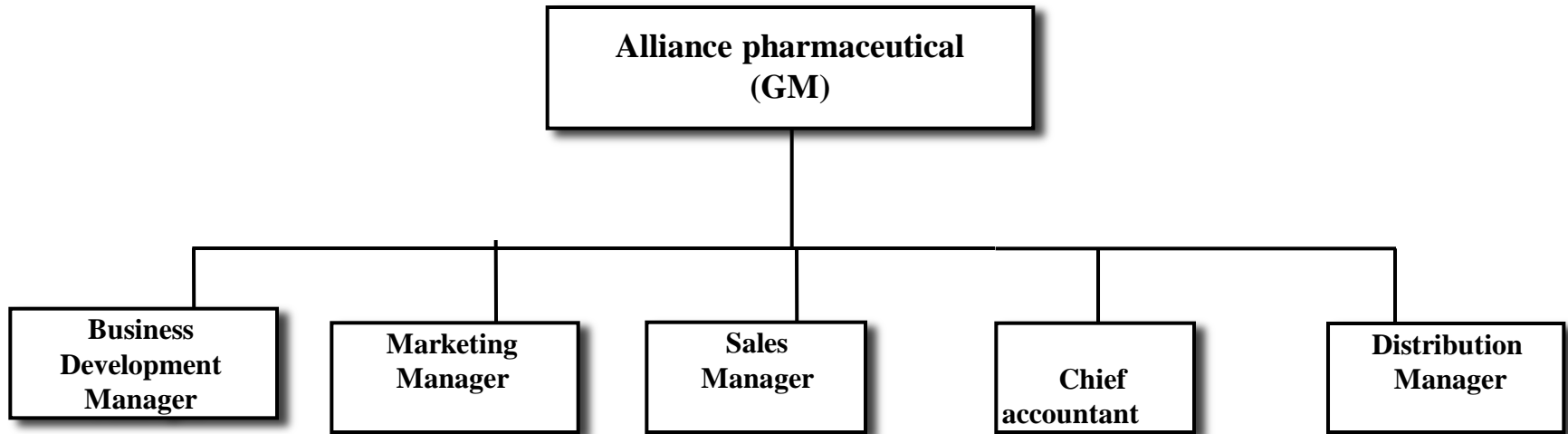
Human
Resources

Organizational Structure

CORPORATE STRUCTURE



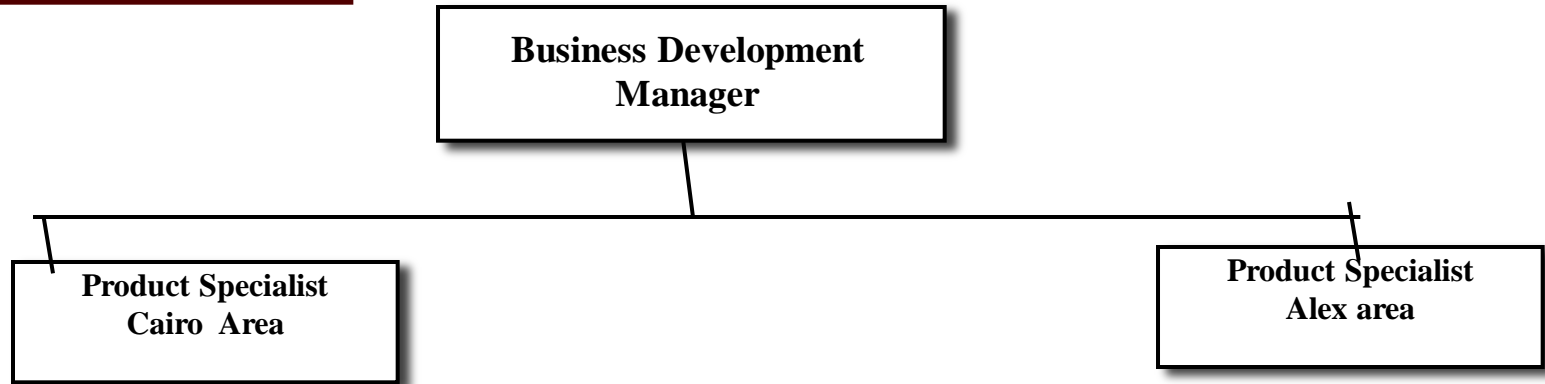
ALLIANCE PHARMCEUTICAL COMPANY(APC) STRUCTURE



Dr. Muhamed Mahmoud **General Manager**

- 20 years experience in Sales & Marketing sectors at Egypt and Saudi Arabia
- Past experience:
 1. Bristol Meyers Squibb –Egypt
 2. Milupa Nutrition company –Saudi Arabia
 3. Merck Ag – Saudi Arabia

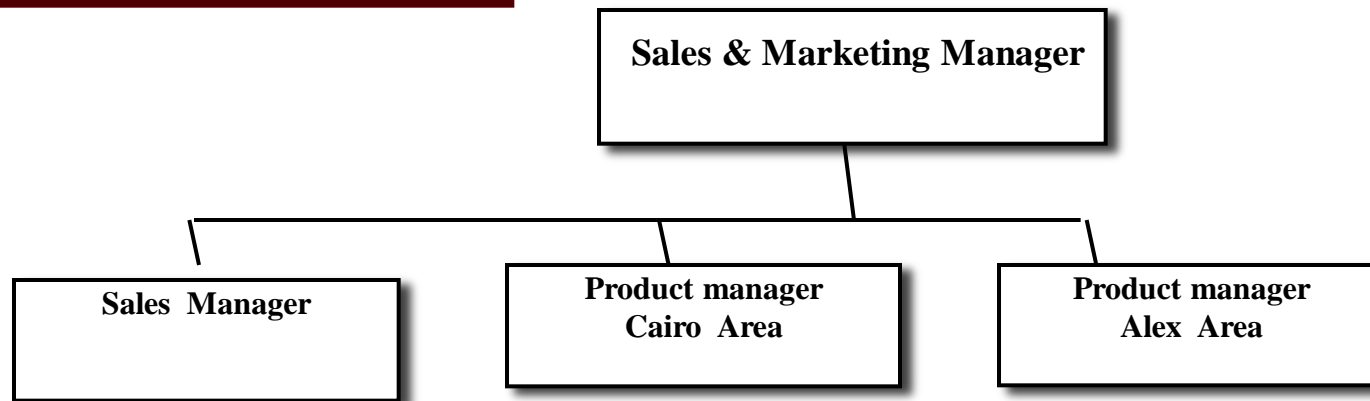
Business Development Structure



Dr. Mustafa Al Jawadi business development Manager

- 20 years experience in Sales & Marketing sectors at Saudi Arabia
- Past experience:
 1. Chief pharmacist at king Feisal governmental hospital –Saudi Arabia
 2. Business development manager at Saudi import company -Banaja–Saudi Arabia
 3. Sanofi pharmaceutical Public and Regulatory Director

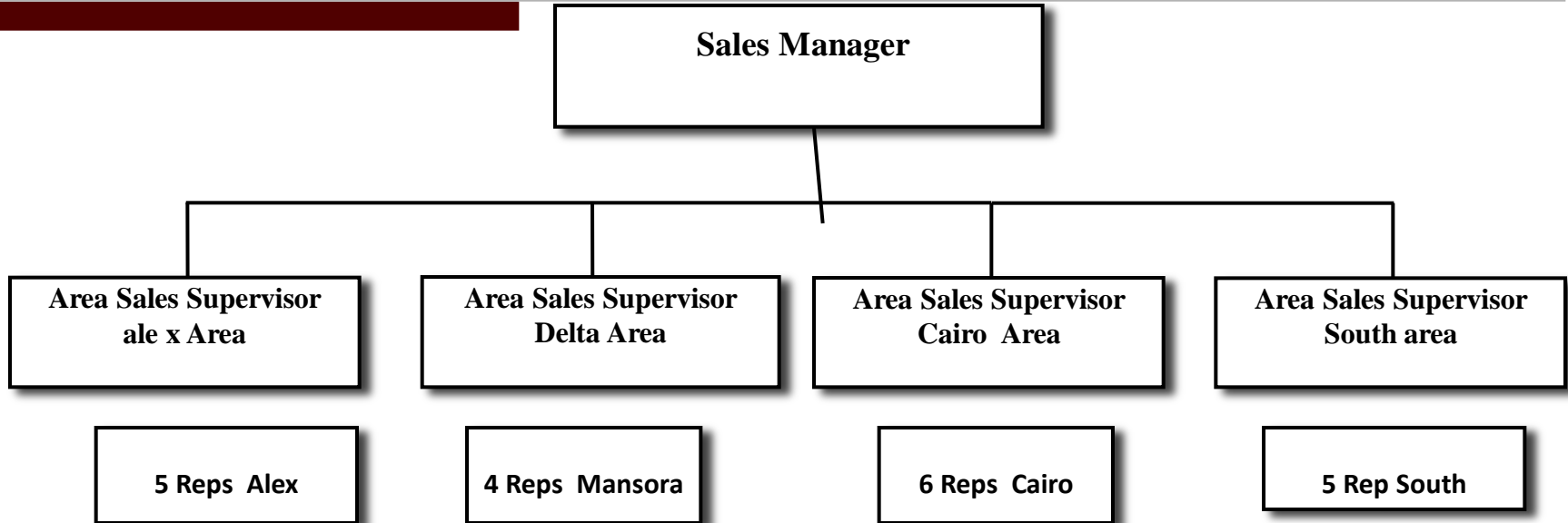
Sales & Marketing Structure



Dr. Ibrahim Jaber Sales & Marketing Manager

- 20 years experience in Sales & Marketing sectors at Egypt and Saudi Arabia
- Past experience:
 1. International Pharmaceutical Industries Company–Egypt
 2. Merck Ag –Saudi Arabia

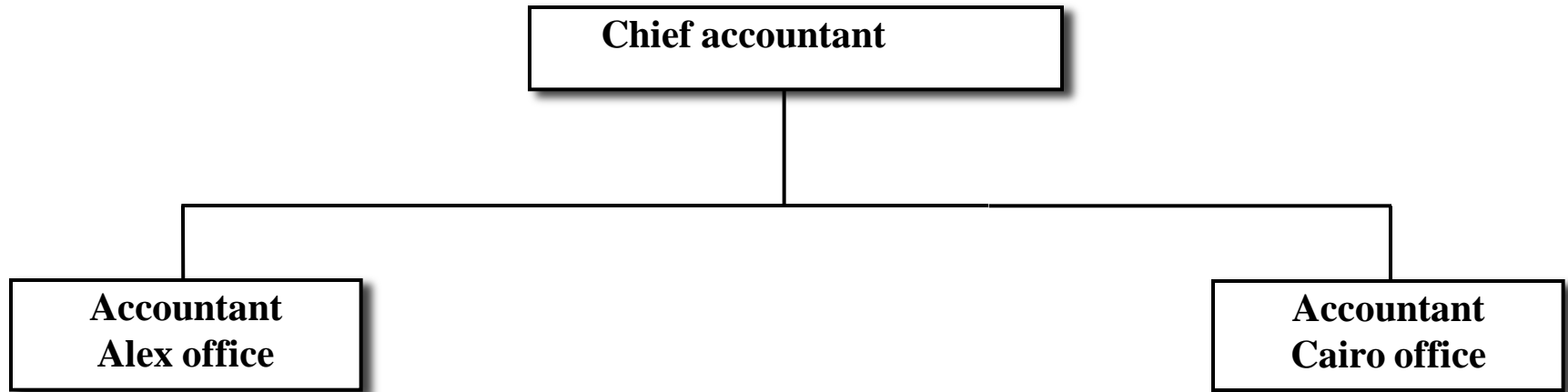
MARKETING TEAM DEPARTMENT STRUCTURE



Dr. Ahmed Kamal Sales Manager

- 20 years experience in Sales sectors at Egypt
- Past experience:
 1. International Pharmaceutical Industries Company–Egypt

ACCOUNTANT STRUCTURE



Mr. Ahmed Mashary

Chief accountant

- 20 years experience in pharmaceutical accountant sectors at Egypt

Key Performance Indicators

- Sales forecast accuracy
- Stock coverage
- Goods replenishment accuracy
- Order Delivery Cycle
- Customer orders fulfillment
- Suppliers' shipments performance

Sales & Distribution Coverage



Resident Offices

Cairo office

Alex office

STRENGTHS

-
- ▶ **Distribution network (outsourcing)**
 - ▶ **Integrated organization**
 - ▶ **Competent sales force**
 - ▶ **Reputation & Relationship**
 - ▶ **Market knowledge**

Market Risks

-
- ▶ Currency fluctuation
 - ▶ Registration policy

Why Partners

-
- Management commitment
 - Strong distribution network
 - Delivery policy system
 - 95% performance policy
 - Recognizing partners needs
 - Know how and expertise
 - Competent sales force
 - Reputation and relationship

Strategic Marketing Plan Overview

Executive Summary

- **ALLIANCE PHARMCEUTICAL COM (APC)** is the pharmaceutical company aims to provide marketing services to targeted PHARMA ,CONSUMER & VETERINARY business in Egypt .
- This plan seeks to generate a significant achievement in the company sales and profits from the delivery and registered of new products suggested by APC according to the market need.

KEY OF SUCCESS

- Good marketing support from mother company.
- Well define the target market.
- Well define who the target customers are.
- Estimate the degree of which this market will grow.
- Illustrate clearly what is the marketing plan including (promotional plan, action plan, training policy and competitors activities).
- Clear marketing strategy.

CRITICAL FACTORS OF SUCCESS

Mother company support must be including:

- Regular supply for enough quantities of reduced samples.
- The expired goods compensation as similar as the competitors do.
- The % of FOC.
- The activities should be similar or better than the competitors plan .(Foc , Discounts , Gifts , Meetings ,Pos materials).
- The semi-governmental and governmental sector's sales need special prices (tenders & direct purchase).
- The exchange rate variability.
- Registration file as per MOH requirements.

Description of the Business

- APC offers an extensive network of sales and marketing activities that enables effective market penetration, positioning the Group strongly in the world's largest markets

APC

remains committed to leading the veterinary market through driving further organic growth through innovative product launches, penetration of new markets and regulatory approvals of new products

Marketing Plan

The Standard Marketing Plan includes the following plans:

1. **The Action Plan:**

- **Objectives:** what are the indications of each product?.
- **Status/issues:** what is the degree of competition?.
- **Strategy & positioning:** what are the contents of the DA?
- **Key points of communication:** what are the features/benefits?
- **Target audiences:** who are the specialists /product?

2. **The Cyclic Plan:**

- Specialty/Visit/Product (FI 1,FI 2,Reminder).
- Distribution of POS materials (samples, gifts, DA)

Marketing Plan

3. The Promotional Plan:

- Samples quantities/product/specialty.
- DA quantities/product/specialty.
- Gimmicks quantities/product/specialty.
- In Pharmacy promotional activities.
- Governmental & Semi-governmental and private hospitals activities.
- PR activities.
- Wholesalers and subagents activities.
- End year offer campaigns.
- Group meetings / physicians / pharmacists / subagents / wholesalers.

Training Plan

The Product Manager will conduct detailed training course about for the medical team and the sales team of APC including the following:

1. Basic introduction.
2. Competitors' information and activities.
3. The Action & promotional plans and the marketing support.

Competitors Analysis

- **The analysis will include:**
 1. The manufacturer.
 2. Pack size.
 3. Public price.
 4. Retail price.
 5. Regular bonus.
 6. Extra bonus.
 7. Regular discount.
 8. Extra discount.
 9. Expired goods compensation.

Target Market Segment Strategy

- As indicated by the previous market segmentation, APC Medical promotion team must focus on class A&B clinics, and the individual subagents will be the core of sales achievement.
- The initial push for marketing the product will be done by APC Medical promotional field professional team through Medical detailing.
- Building up product feedback database from the information obtained by the field force.
- Detail aid will be designed to provide comprehensive information to the target doctors.

Market Analysis

- Regular free samples are scheduled to support our detail aid.
- Mailing, 2 weeks before launching contains summary of the product information to the target doctors
- Follow-up visits conducting within the two weeks of mailing.
- Holding 2 big seminars at each big area (Cairo ,Alexandria) at the time of launching.
- APC will sponsor for all Doctors association meetings to present their services.

Thank you