



➤ **Company structure:**

Darou Darman Aria Sepahan (DDAS) is a healthcare service firm company, with a registration number of 54852, founded on 30/09/2015 in Iran. Although this private company has been established during two recent years, it is a subset of SANAYE AJOR ISFAHAN which is one of the well-known holdings and investor in IRAN, with 30 years of work experience and good annual revenue, which invest in different companies. Mr. Mostafa Khodadoustan, the CEO of SANAYE AJOR ISFAHAN is the chairman of the board in DDAS as well. In spite of being a young company, DDAS was established with the association of experience of innovative pharmacists and talented professionals of Iran's pharma industry both in the field of manufacture and commerce.

DDAS includes 15 shareholders with the 5 member board. 90% of all shareholders are the pharmaceutical professional & experts with an experience of working in pharma industry both nationally and internationally. In DDAS Company, all members are sophisticated enough and have a long term experience of working in Iran's pharma industry. Our team includes our board of directors and senior executive team (SET) including:

- Dr. Samira Khodadoustan, the Chief Executive Officer (CEO) who leads the SET and has executive responsibility for the management, development and performance of the business. Shareholder of the company
- Dr. Iran Nasri Ashrafi who is a member of the board of directors and the Quality Assurance Manager of Mofid pharmaceutical Company (subset of Shafayab Holding) as well. Shareholder of a company. Both Dr. Khodadoustan and Dr. Ashrafi worked as a faculty member of Rajive Gandhi University and clinical pharmacist in hospital base environment in India. Furthermore, they have the experience of working in AstraZeneca Biopharmaceutical Company in India
- Dr. Mohammad Reza Zargarzadeh who currently is the CEO of Mofid manufacturing pharmaceutical Company (subset of Shafayab Holding) and has a potential collaboration with DDAS as one of the principal consultants of this company in the scope of international commerce.
- Dr. Farid Ebrahimi who has more than eight years work experience in the field of importing medicine and marketing in this regard. Currently, he collaborates with DDAS as the manager of marketing and international commerce. He is Business Unit Manager at MOFID company (subset of Shafayab holding) as well. He was Marketing & Sales Planning Manager at RAZI Distributor Company.
- Miss Lida Shahvar who has twelve years work experience in the field of exporting medicine and international marketing in this regard. She collaborates as a commercial manager. Share holder of a company. - Mr. Gholamreza Rajabi who is one of the stakeholders of DDAS pharma and currently he is the ambassador of Iran in Hungary. Shareholder of a company.
- Dr. Mostafa Tanhaie who currently is the CEO of AYRIK company which is an import pharma company.
- Dr. Hadi Tabesh who is currently one of the faculty member of Tehran university and CEO of medical device company.

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Head office: Sana Building, Opp to Jami St. kashani Ave. Esfahan. Iran

Tehran office: No 24, Shali St, Abazar Blvd, Tehran, Iran

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www.ddaspharma.com / Company Reg.No : 54852



The names of the board members are as follows:

- Mr. Mostafa Khodadoustan Chairman of the board / CEO at SANAYE AJOR ISFAHAN Holding/  
Bachelor of Science
- Dr. Samira Khodadoustan CEO Doctor of Pharmacy
- Dr. Iran Nasri Ashrafi Board member Doctor of Pharmacy
- Dr. Narges Arjangian Board member Doctor of Pharmacy
- Mrs. Neda Farokhmanesh Board member Chemical Engineering

➤ **Company mission & goals:**

Our mission is to import, research, develop, manufacture and market prescription drugs to patients and physicians. Our goal is not only to provide customers with the drugs they need but to provide them with superior service and updated information on existing and new drugs to the market. Our goal is to position ourselves against our competitors. We want to provide customers with service that a larger pharmaceutical company may be lacking. The idea of a smaller pharmaceutical company broadens and brings forth that “mom & pop feeling” but without the limitations of what products we can provide. Since, we won’t have as many customers as our larger counterparts, we will take more care and time in supporting, educating and servicing our customers than larger pharmaceutical companies. Our pharmaceutical sales professionals will provide and service clients like they are the only ones we have. A larger corporation may not care if they lose one customer. Since, we are a small company; we want to ensure we keep all of our customers happy. In order to be profitable and increase revenue, we need to provide service that customers will rely on and expect which in turn, will guarantee their loyalty.

**Value creation:** What is value? Value is the difference between the benefits enjoyed by a company’s customers and its cost of production. Branding is of major importance. Studies show that customers, in our case both patients and physicians, will choose a brand they recognize rather than go with a brand they don’t know. They tend to choose it not because it is better but because brand recognition makes them feel more comfortable. In essence, they feel they are getting a better product although there is no factual evidence supporting it which will be achieved by our company effort and our marketing strategies. We are pursuing innovative partnerships with other companies to collaborate in the research and development of future medications for a range of therapeutic areas.

➤ **Market strategies:**

- **Market summary:** in our extensive data collection and research, possesses market information containing segments we wish to target and provide with products and services.

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- **Market demographics:** The target demographic are patients both women and men and General Practitioners. Marketing tactics concentrated directly for the consumer is vital. Many patients will request a certain drug that they saw advertised. Decision makers, in this case, physicians, determine which drug is prescribed to their patients. Pharmaceutical sales representatives will contact physicians and provide them with information and free drug samples.
- **Market needs:** we will provide our target demographic with the brand named drugs. Pharmaceutical sales representatives will provide patients and physicians with superior service, updated information pertaining to drugs, where and when needed, new information regarding any new drugs coming into the market and competitive prices within the industry.
- **Market objectives:** Increase customer base each quarter and decrease cost of customer acquisition per year by acceptable percentage, Increase customer awareness of source company and our product offerings
- **Target market:** What/who is your aim? Are you looking to target a large group of physicians that you are willing to sell to at a cheaper rate in order to get more customers or are you looking to target a small group of physicians and sell your product at a higher more competitive price.

Target markets will be reached through our company web site and advertising campaigns such as direct mail, emails, digital ads, print ads, medical representative, medical exhibitions, brochures & leaflets, pharmacies and symposium with medical specialists & physicians. Pharmaceutical sales representatives will use brochures to educate physicians and their patients on new and existing products.

➤ **Company strategies:**

Strategies include facts about our company, about our competitors and about our targeted consumers. Our marketing strategy includes the following: To sustain and to neutralize the impact of pharmaceutical price regulation by gaining better control of distribution getting closer to customers by forming long lasting relationships and it will fall into the following 4 strategic business areas: Market penetration Market development Product development Diversification

➤ **Product distribution:**

We have good contacts both with a government and private distribution companies. In the time of distributing our product we will use best of distributing channel to distribute our products in the best way.

➤ **Competition:**

Our companies competition consist of other established pharmaceutical companies that operate globally and therefore, have the means, both a financial and global advantage, to reach a larger audience and perhaps, decrease the cost of name brand and generic products that may be more attractive to physicians and patients.

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**Our competitor's weak points:**

- high cost ( about non domestic brand)
- Lack of advertisement

**Our competitor's strengths:**

- Long presence in the market
- Known brands

➤ **Business model description:**

To import finished product– Market

➤ **Product customers:**

Pharmaceutical customers are General Practitioners and Patients. Our company will increase its market share through targeted advertising geared towards General Practitioners and Patients. We expect to reach profitability by our third year and will generate over millions in sales by our fifth year.

**Existing consumers:**

- 10,000 pharmacies across Iran
- 1,500 medical centers

**Potential consumers**

- 13,000 pharmacies across Iran
- 1,000 Nursing houses
- 3,000 Medical centers