



Business Plan

GLZ COMPANY LIMITED

20th May. 2024

INTRODUCTION

COMPANY NAME- GLZ COMPANY LIMITED

Registered Address: Dar es Salaam, Tanzania

Tax Identification Number (TIN) 173-250-304

Medical Device Business License Number-20000065955

EXECUTIVE SUMMARY

GLZ COMPANY LIMITED is committed to investing in pharmaceutical products and medical devices, aiming to establish a comprehensive medical and pharmaceutical business in Tanzania to meet the needs of the local market and Chinese residents in Tanzania.

Market Analysis

Overview of the Tanzanian Pharmaceutical Market

The Tanzanian pharmaceutical market is rapidly growing due to population growth, increased medical needs, and government emphasis on healthcare. However, local pharmaceutical production is limited, and most drugs and medical devices are imported. The number of Chinese residents in Tanzania is increasing, and they have a high level of trust in Chinese-made medicines and medical devices.

Target Customer Groups

Chinese Residents in Tanzania: They have a high acceptance of Chinese-made medicines and medical devices and are accustomed to online purchases. Due to language barriers, 90% of Chinese residents cannot read English, leading them to prefer Chinese medicines and devices.

Local Residents: With increasing demand for medical services, the need for high-quality drugs and diagnostic reagents is also rising.

Project Plan

Initial Phase

Pharmacy Construction: Establish a pharmacy in PLOT 138, MIKOCHENI B (3 Years contract) to provide common medicines and diagnostic reagents.

Brand Registration: Register own-brand medical devices and drugs to build brand awareness and trust.

Market Promotion: Promote through online and offline channels, especially targeting Chinese residents in Tanzania.

Mid-Term Phase

Expand Sales Network: Extend to other cities and regions, establishing more pharmacies and sales points.

Production Line Construction: Set up a rapid diagnostic reagent production line to increase local production capacity and reduce costs.

Business Model

Wholesale and Retail

Wholesale: Supply medicines and medical devices to hospitals, clinics, and other pharmacies with Pharmacy Council wholesale approval.

Retail: Sell directly to end consumers through own pharmacies and online platforms.

Online Sales

- Conduct online sales through local e-commerce platforms and the company's website, facilitating customer orders and delivery.

Distribution Collaboration

Partner Selection

Local Distribution Companies: Select reputable local distribution companies with extensive coverage, such as UberEats, Glovo, etc.

Collaboration Model: Form contracts to determine the scope, fees, and timeliness of delivery services to ensure timely and safe delivery of medicines.

Delivery Scheme

Order Management Receive orders through the company's website and local e-commerce platforms, automatically assigned to partner distribution companies.

Delivery Process: Distribution companies handle picking up from the pharmacy and delivering to customers, ensuring the delivery process meets the safety and hygiene requirements for medicine transportation.

Convenience: Provide convenient delivery services to solve the last-mile problem for customers, improving customer satisfaction.

Employment Opportunities: Collaborate with local distribution companies to provide more employment opportunities for local residents, promoting community economic development.

Competitive Analysis

Main Competitors: Local pharmacies and other importers of drugs and medical devices.

Competitive Advantage: Quality assurance of Chinese-made products, competitive pricing, and superior service. Providing Chinese medicine instructions and online delivery services to overcome language barriers and enhance customer experience.

Financial Plan

Investment Budget

The initial investment is 500,000 USD, allocated as follows:

Pharmacy Construction and Renovation: 100,000 USD

Medicine and Medical Device Procurement: 200,000 USD

Market Promotion and Brand Building: 50,000 USD

Production Line Setup Preparation 150,000 USD

Revenue Projections

First Year: Estimated revenue is approximately 300,000 USD, primarily from the sale of medicines and medical devices.

Second Year: Estimated revenue is approximately 500,000 USD, with an increase due to expanded sales network and brand awareness.

Risk Management

Regulatory Changes Closely monitor changes in Tanzanian TMDA and TFDA regulations to ensure compliance.

Market Competition Continuously improve services and product quality to address market competition.

Logistics and Supply Chain Establish a stable logistics and supply chain to ensure timely product supply.

Future Outlook

Short-Term Goals Establish a solid market foundation in Tanzania, primarily serving Chinese residents.

Long-Term Goals: Expand to the local market, set up production lines, improve self-sufficiency, and become a leading pharmaceutical and medical device supplier in Tanzania.

Local Market Demand for Rapid Diagnostic Reagents

With increasing awareness of medical care and disease prevention, the demand for rapid diagnostic reagents in Tanzania is growing. Rapid diagnostic reagents play a crucial role in early disease detection and control, especially in resource-limited areas.

Market Demand Analysis

Disease Prevention: Rapid diagnostic reagents help in early detection and prevention of diseases, improving treatment outcomes and reducing medical costs.

Government Support The Tanzanian government actively promotes disease control measures, providing strong support for the rapid diagnostic reagent market's development.

User Demand: With increased health awareness, the demand for rapid diagnostic reagents among individuals and families is also increasing.

Project Implementation Plan

Timeline

Months 1-3: Pharmacy site selection and renovation, obtain necessary business licenses, initial procurement of medicines and medical devices.

Months 4-6: Pharmacy opening, online platform setup and launch, initiate market promotion activities.

Months 7-12: Expand sales network, evaluate market feedback, optimize products and services, prepare for production line setup.

Months 13-24: Establish rapid diagnostic reagent production line, further expand market share, and enhance brand influence.

Key Success Factors

Compliance Operations: Strictly adhere to Tanzanian TMDA and TFDA regulations, ensuring all products and services are legal and compliant.

Customer Trust: Gain customer trust and loyalty through high-quality products and services.

Efficient Management: Optimize operational processes, improve efficiency, and reduce operating costs.

Market Promotion: Effectively utilize online and offline channels for comprehensive market promotion, enhancing brand awareness and market share.

Summary

With detailed planning and implementation, GLZ COMPANY LIMITED is dedicated to securing a significant position in Tanzania's pharmaceutical and medical device market. By addressing language barriers, providing convenient delivery services, and meeting local market demands, GLZ COMPANY LIMITED will stand out in a competitive market and achieve long-term business goals.