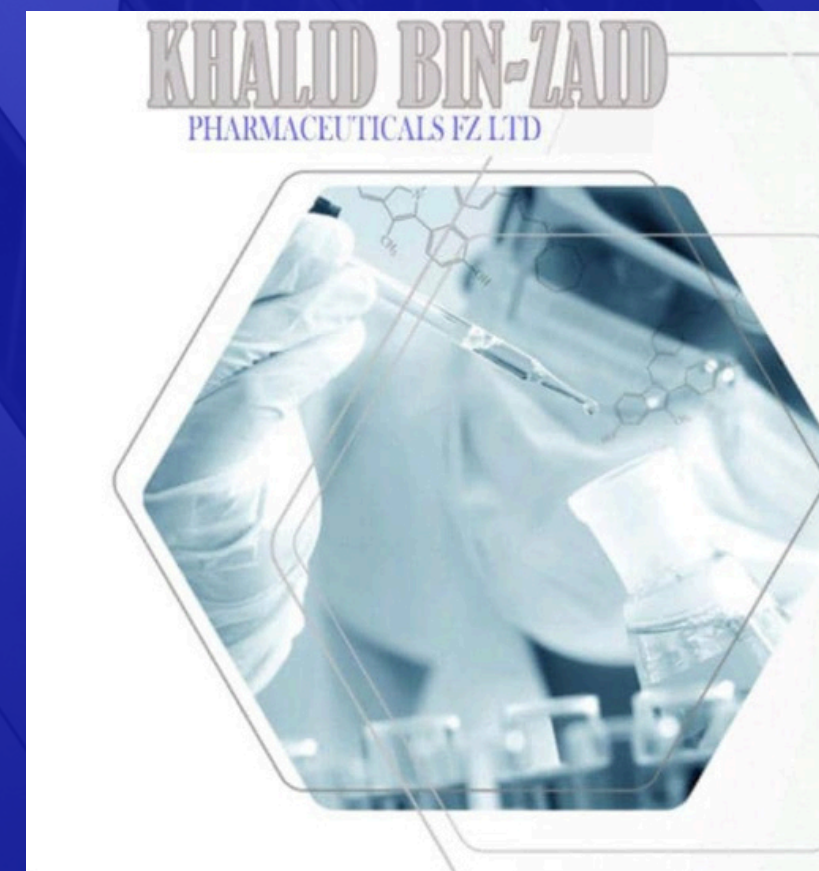


START UP PITCH DECK

PRESENTED BY KAYODE FOLAJIN





COMPANY OVERVIEW

Khalid Bin Zaid Pharmaceuticals FZ is a leading distributor of pharmaceuticals, sourcing from the open market in Idumota and delivering nationwide. We are poised for expansion into importing high-quality medicines from China and India, which will enhance our product range and market reach. During my stay in Dubai as sales manager for Africa and Middle East I made quite a number of contacts in China, India, Middle East and Europe who has promised collaboration and partnership. This will position us to better meet national demand and capitalize on new opportunities in the pharmaceutical sector.



Kayode Folajin

C.E.O

HIGHLIGHTS

At Khalid Bin Zaid Pharmaceuticals FZ, our products and services offer several unique key features and benefits:

01

Wide Product Range: We provide a diverse portfolio of pharmaceutical products, ensuring access to essential medicines and health solutions

04

Competitive Pricing: We strive to offer competitive pricing, making healthcare more affordable and accessible.

02

Market Responsiveness: Our extensive distribution network across the country ensures timely delivery and availability of pharmaceuticals.

05

Customer-Centric Service: We prioritize customer satisfaction with personalized service and reliable support

03

Quality Assurance: By sourcing from reputable markets and considering expansion into international suppliers, we guarantee high-quality products.

06

Strategic Expansion: Importing from China and India will diversify our product offerings and improve our market positioning.



TARGET AUDIENCE

Our target audience are basically B2C Organizations, Healthcare providers, Distributors, Government and Institutional buyers and End customers

TARGET MARKET

Were planning on Targeting a specific country, city or region

Were currently Targeting The North West, North Central and North East of Nigeria

PROBLEMS TO BE SOLVED

- 01.** Access to Medicines: We bridge the gap in availability by ensuring a steady supply of essential pharmaceuticals across the country, especially in underserved areas.
- 02.** Quality Assurance: By sourcing and importing high-quality products, we alleviate concerns about substandard or counterfeit medicines.
- 03.** Timely Delivery: Our extensive distribution network reduces delays, ensuring that healthcare providers and pharmacies receive medicines promptly.

- 04.** Affordability: We offer competitive pricing, helping to make essential medicines more affordable for both healthcare providers and end consumers.
- 05.** Market Supply Diversification: Our expansion into international markets ensures a broader range of products, meeting diverse medical needs and preferences

OPERATION

Khalid Bin Zaid Pharmaceuticals FZ operates on a multi-faceted business model designed to achieve profitability through several revenue streams:

1

Wholesale Distribution: We purchase pharmaceuticals from open markets and international suppliers, then distribute them to pharmacies, healthcare providers, and other distributors at a markup, generating profit through wholesale transactions.

2

Importation: By importing high-quality medicines from China and India, we diversify our product offerings and tap into new markets, leveraging volume and exclusivity to increase margins

3

Retail Partnerships: We establish relationships with pharmacies and drugstores, ensuring a steady demand for our products. Strategic pricing and bulk sales enhance our revenue.

4

Value-Added Services: Offering reliable delivery, quality assurance, and customer support services adds value for our clients, fostering long-term partnerships and repeat business.

5

Market Expansion: Expanding into new geographic areas and product categories allows us to capture a larger market share and increase overall sales.

Through these strategies, we aim to maximize revenue, manage costs efficiently, and achieve sustainable profitability.

BUSINESS MARKETING STRATEGY

Khalid Bin Zaid Pharmaceuticals FZ's marketing strategy focuses on several key areas to build brand presence and drive growth:

- 1. Market Penetration:** Strengthen relationships with existing pharmacies, hospitals, and healthcare providers by offering competitive pricing, reliable supply, and excellent customer service.
- 2. Targeted Expansion:** Increase visibility and market reach by entering new regions and expanding into high-demand product categories, particularly through strategic importation from China and India.
- 3. Quality Assurance:** Promote our commitment to high-quality products and rigorous quality control measures to build trust and differentiate ourselves from competitors.
- 4. Digital Presence:** Utilize digital marketing and social media to engage with customers, provide information on products and services, and enhance brand visibility.
- 5. Partnerships and Alliances:** Forge partnerships with key stakeholders in the healthcare sector, including distributors and healthcare institutions, to expand our network and market influence.
- 6. Customer Education:** Offer educational resources and support to healthcare providers and pharmacies to emphasize the benefits and value of our products.

These strategies aim to establish Khalid Bin Zaid Pharmaceuticals FZ as a reliable, high-quality pharmaceutical provider and drive sustained business growth.

WHERE ARE WE NOW?

Khalid Bin Zaid Pharmaceuticals FZ is currently in a growth phase, having established a solid foundation in the pharmaceutical distribution sector. We are transitioning from a newly started phase to a more robust and expanding position. Our existing operations, established network, and plans for international importation demonstrate significant traction and growth potential. This strategic expansion aims to strengthen our market position and increase overall business stability.



MARKET COMPETITION(S)

World Wide Commercial Ventures Limited (WWCVL), Remedial Pharma, New Heights Pharma

ADVANTAGE OVER OTHER COMPETITORS

- 1. Quality Assurance:** We prioritize sourcing high-quality medicines and implementing rigorous quality control measures, reducing the risk of substandard or counterfeit products.
- 2. Competitive Pricing:** Our strategic pricing models and bulk purchasing help us offer competitive rates, making essential medicines more affordable.
- 3. Strategic Importation:** By expanding into importing from China and India, we diversify our product range and enhance our market offerings with unique and cost-effective options.
- 4. Customer-Centric Approach:** We focus on building strong relationships with pharmacies, healthcare providers, and end consumers through exceptional service and support.
- 5. Market Responsiveness:** Our ability to adapt quickly to market demands and trends helps us stay ahead of competitors and meet evolving customer needs.

FUNDING

\$300,000

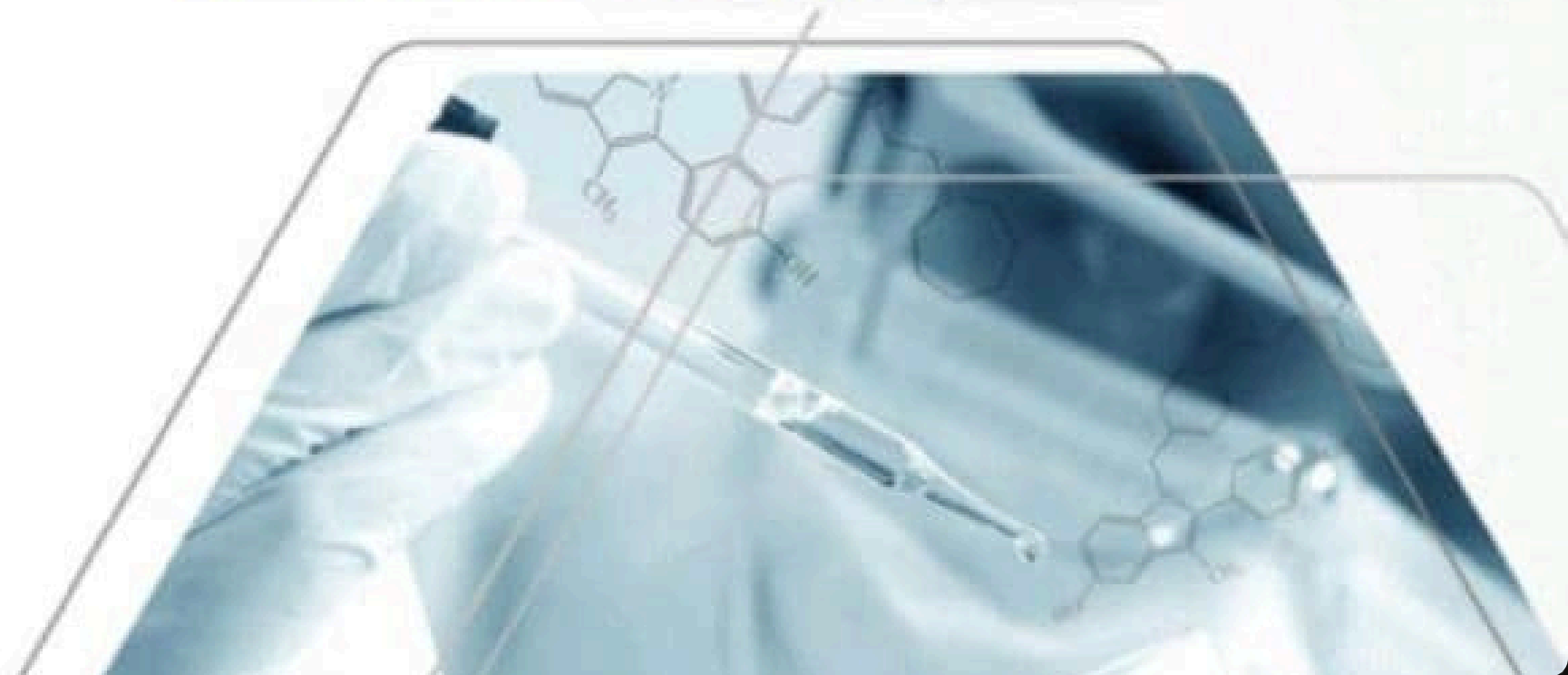
USE OF FUNDS

With a \$300,000 investment, Khalid Bin Zaid Pharmaceuticals FZ plans to strategically allocate funds to accelerate growth and achieve key objectives:

- 1. Expansion of Inventory and Product Range (\$130,000):** Invest in bulk purchasing of high-demand and diverse pharmaceutical products, including new imports from China and India. This will enhance our product offerings and meet a broader range of market needs.
- 2. Infrastructure Development (\$50,000):** Warehousing facilities and logistics capabilities to improve storage conditions and distribution efficiency. This investment will ensure timely delivery and reduce operational bottlenecks.
- 3. Market Expansion and Marketing (\$70,000):** Implement targeted marketing campaigns and expand into new geographic regions. This will increase brand visibility and drive demand in underserved areas.
- 4. Technology and Systems (\$35,000):** Invest in advanced inventory management and customer relationship management (CRM) systems to streamline operations, enhance data accuracy, and improve customer service.
- 5. Talent Acquisition and Training (\$15,000):** Recruit skilled personnel and provide training to ensure high operational standards and effective service delivery.

This investment will drive operational efficiency, expand market reach, and enhance our competitive position, positioning Khalid Bin Zaid Pharmaceuticals FZ for significant growth and success.

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THANK YOU