

# BUSINESS PLAN

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YOURCOMPANY

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The materials contained in this publication were assembled in January 2017 and were based on information available at that time.

## 1.0. EXECUTIVE SUMMARY

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Company is a pharmaceutical LLC company incorporated in Tehran, Iran.

The company is projected to become a regional leader in importing and distributing a certain set of medicines in Iran under technology transfer initiatives, as elaborated in section 3.1.

The company has its headquarters in Tehran, Iran. The facilities include office spaces and conference rooms.

### Products

The focus of the company is cancer medicines and biopharmaceutical products.

The company offers complete importing and distribution services plus inventory consulting services. This includes the following:

- Supplier identification
- Purchasing, contracting and consulting
- Shipping
- Warehousing
- Distribution and delivery

Key advantages of Company over its competitors are:

- Network of contacts who can secure importing rights
- Access to major global players
- Experience in importing and marketing healthcare products

### Market

The outlook for the years to come is positive for the Iranian pharmaceutical industry.

The business model is based on securing deals for technology transfer for producing certain types of medicines. By securing technology transfer deals, the company will hold exclusive rights for importing those medicines until the technology transfer process is complete.

For the intended market segments, we are confident that our sales and marketing resources can secure exclusive deals putting us in a unique position to service the niche in Iran.

The company's imported products can be easily sourced through its multiple suppliers, which have been already identified. YourCompany will build business relations with these suppliers in order to establish preferred pricing structures.

## Personnel

The director will have to assign a Technical Manager who needs to be qualified and also trustworthy, because he or she will have the ultimate power in the company.

The director of the company can be non-resident of Iran, however, the technical manager needs to be a resident of the country.

## Financial considerations

The company has a limited number of private investors and does not intend to go public.

YourCompany expects to raise 2 million USD of its own capital to support operations and to borrow 5 million EUR to invest in research and development and manufacturing facilities for the products included in technology transfer deals.

Start-up assets include expenses and cash needed to support operations until revenues reach an acceptable level.

YourCompany forecasts sales of about 1.7 million USD in the first year, 6.9 million USD in the second year, and 13.2 million USD in the third year of the plan.

YourCompany is expected to reach profitability in the 9<sup>th</sup> month of its activity and it will make -103,000 USD loss in year 1. Despite this loss in year 1, total profits are 2 million USD in year 2, and 4.5 million USD in year 3.

The company does not anticipate any serious cash flow problems within first few years of its activity.

### **1.1. OBJECTIVES**

The main objectives of the company by the end of the first year of operation are:

- 1- To be established as a regional leader in importing and distributing a certain set of medicines and pharmaceutical products.
- 2- To deliver advanced pharmaceutical solutions to a wide range of clients through our distribution channels or joint ventures.
- 3- To become among top 3 importers of cancer treatment products to Iran, and to become a leading player in technology transfer of pharmaceutical products especially in the field of biotechnology.

### **1.2. VISION**

As an integrated pharmaceutical company, we are specialized in science, marketing, and sales. Our products and services are tailor-made for improving the quality of life.

We aim to translate scientific innovation into real-world solutions through advanced methods and procedures in order to make a difference in the well-being of a wide

range of people and to enable them to enjoy a healthier life with accessible and affordable solutions.

### 1.3. MISSION

The mission of YourCompany is to harness the potentials of our people for forming a leading pharmaceutical enterprise in the region by creating a sustainable business model in which our clients, stakeholders, and employees can benefit.

We have understood that the increasingly aging population in the world in general and in Iran in particular, inevitably requires better healthcare and in order to address this challenge, we have been contributing to providing a better medical care.

Welcoming new challenges has been integrated into every element of our company.

YourCompany will remove the technology barriers and lack of access to the global network of suppliers to a wide range of healthcare professionals, businesses, and ultimately to the public in Iran.

### 1.4. VALUES

Our business operation is shaped by our values and these values are defined and driven by our mission to improve the quality of life of the people by upholding the highest standards of integrity and addressing our ethical responsibilities. At the same time, respecting the interests of our stakeholders is of utmost importance for us. This notion stems from our belief that our patients, employees, and stakeholders are part of one team, in which the success of each member is defined and measured by the success of the whole team. We are committed to acting with high standards of ethical behavior and transparency with our stakeholders.

Our commitment to the well-being of the public does not stop at providing high-quality medicines, but our social dedication drives us also to synergize our efforts in prevention and treatments.

Our core values are:



We are aware that the past legal disputes between pharmaceutical companies and governmental and regulatory authorities have created an atmosphere of mistrust in the pharmaceutical industry, especially among governments and regulators. We are

taking our responsibility seriously to play a role in rebuilding and maintaining this trust by adhering to these values and other ethical values.

We strive to minimize the environmental impact of our operations by choosing ethical partners who respect and share these values through the preservation of natural resources.

The legal obligations are the minimum standards for us and we endeavor to go beyond these standards.

### **1.5. KEYS TO SUCCESS**

The keys to success for YourCompany are as follows:

- 1- Providing a sufficient supply of high-quality healthcare products for a wide range of clients
- 2- Successful implementation of sales and marketing strategies to penetrate into the regional healthcare market in order to obtain a substantial market share.
- 3- Transferring at least three technologies from leading pharmaceutical enterprises and acquiring relevant licences.
- 4- Providing our clients with an extensive range of services including consultation, warehousing, shipping, and delivery.
- 5- Pushing the boundaries in both science and business.
- 6- Knowledge will be placed at the center of everything we do from research and development to sales and marketing.
- 7- Aggressive, but controlled growth, based on evidence-based analysis for the pharmaceutical industry.