

COMPANY PROFILE

Leadership Pharma

for
Medicines & Medical Supplies



Sana'a – Republic of Yemen

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About us

Leadership has deep roots spanning over 15 years in the Medicines & Medical supplies. We have grown from strength to strength to where it is today.

Our passion is to be one of the Yemen's leader Medicines & Medical supplies. We are committed to continuously seek opportunities which will enable us to spread our wings further and undertake movement of health in the entire MENA region. Ultimately, wherever there is a customer needs, we at **Leadership** will have the right solutions.

Leadership story begins in 2009 in the Sana'a city of Yemen, established by a group of professional pharmacists as a humble company comprising of 2 Sales points in Sana'a city with workforce of 8 staff. **Today, Leadership** boasts of a workforce of over 30 staff located in 6 cities in Yemen.

Leadership registered with the General Directorate of Commercial Register at the Ministry of Trade and Industry of Yemen with license No. (8608).

The business has expanded to offer our customers, hospitals, pharmacies & patients total solutions tailor made for their needs.

Our Goals

- The main purpose of our company is to actively contribute to the safe and high-level health service operation through providing high-level medicines products, with economic price in our country.
- We intend to maintain our position achieved through the past years and wish to be an important and reliable participant of the market in the long run.
- Development and upgrading professional ethics and applied in all our dealings and our relationship.
- Focus on Quality
- Upgrading to the highest standards of quality, performance and skill among our staff.

Strategy

- *Vision statement*

- To become one of the top ranking company in Medicines & Medical supplies in the region by providing high-quality products to pharmaceutical and health sector through our Ethics ,professional teams & sales strategy.

- ***Mission statement***

- **To** add value to human health by offering high-quality products and services.
- **To** provide help for prevention, diagnosis and treatment of diseases to improve health and life quality of people.
- **To** focus on customer's needs and on employee development and satisfaction.
- **To** work in a responsible and ethical manners.

- ***Our values***

- We seek to back the values that describes the nature of the relationship between each other and with our customers, and that is simply through:
 - **Integrity:** Our desire that we are committed to our commitments, whatever the cost.
 - **Excellence or Superiority:** To be constantly seeking best of the best as we can.
 - **Community:** Our responsibility to build and enrich the community in which we live

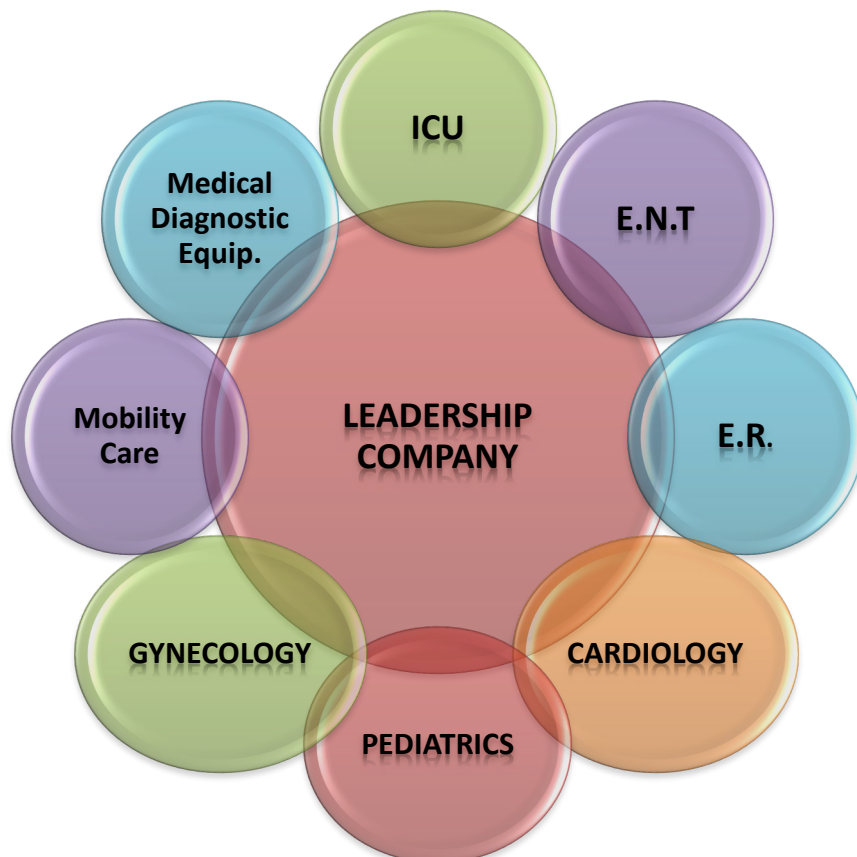
Services Overview

Leadership Founders are a group of professionals Pharmacists who were working for many years as Medicals Rep. for some major international medicines companies in Yemen market. And during these years of work they have gained the maximum experiences & could build a strong and wide base of customers throughout Yemen region.

Upon these important success factor our Company's products today exists in almost every Hospital, Pharmacy, Health Center & Participating in all Govt. & non Govt. Tenders in 10 cities in Yemen.

In our company we are covering many fields in

ICU Care	Cardiology	E.R.	Mobility Care
Gynecology	Pediatrics	E.N.T.	Medical Diagnostic Equip.



Marketing and representation services

Through our well-established network of branches and dealers along with our experience in Yemen, **Leadership** is the ideal partner for an efficient penetration of Yemen's market. The marketing services provide principals with an extensive range of expertise ensuring the implementation of dedicated marketing and sales strategies.

➤ *Product Management*

Our product management includes a wide range of management activities, ranging from the time that there is a new idea for a product to eventually providing ongoing support by means of sales and distribution.

Within our distribution network we are able to launch and promote products on your behalf in the Yemen markets without the hassle of distribution costs and storage charges.

Our managed products consist of drugs, lab reagent, medical equipment and surgical products existing and new innovations.

Our module provides a wide overview of considerations in developing and managing a product.

How a product is developed or managed depends very much on the nature of the organization and its foresight, creating a demand could be the solution for the manufacturer.

We are interested in hearing from companies that are seeking to rationalize their portfolio and are looking to outsource their sales and distribution for Yemen market.

➤ *Our Sales strategy*

Our sales strategy is to fill in a sales map, thru an analytical study of all types of business opportunities by applying our products ability to occupy all potential possibilities, in three different manners,

The first is thru pre-tendering sales promotion and marketing in order to fill in our specs by covering all the sales map,

The second is thru covering all tendering and existing potentials that are not specifically our technical specs.

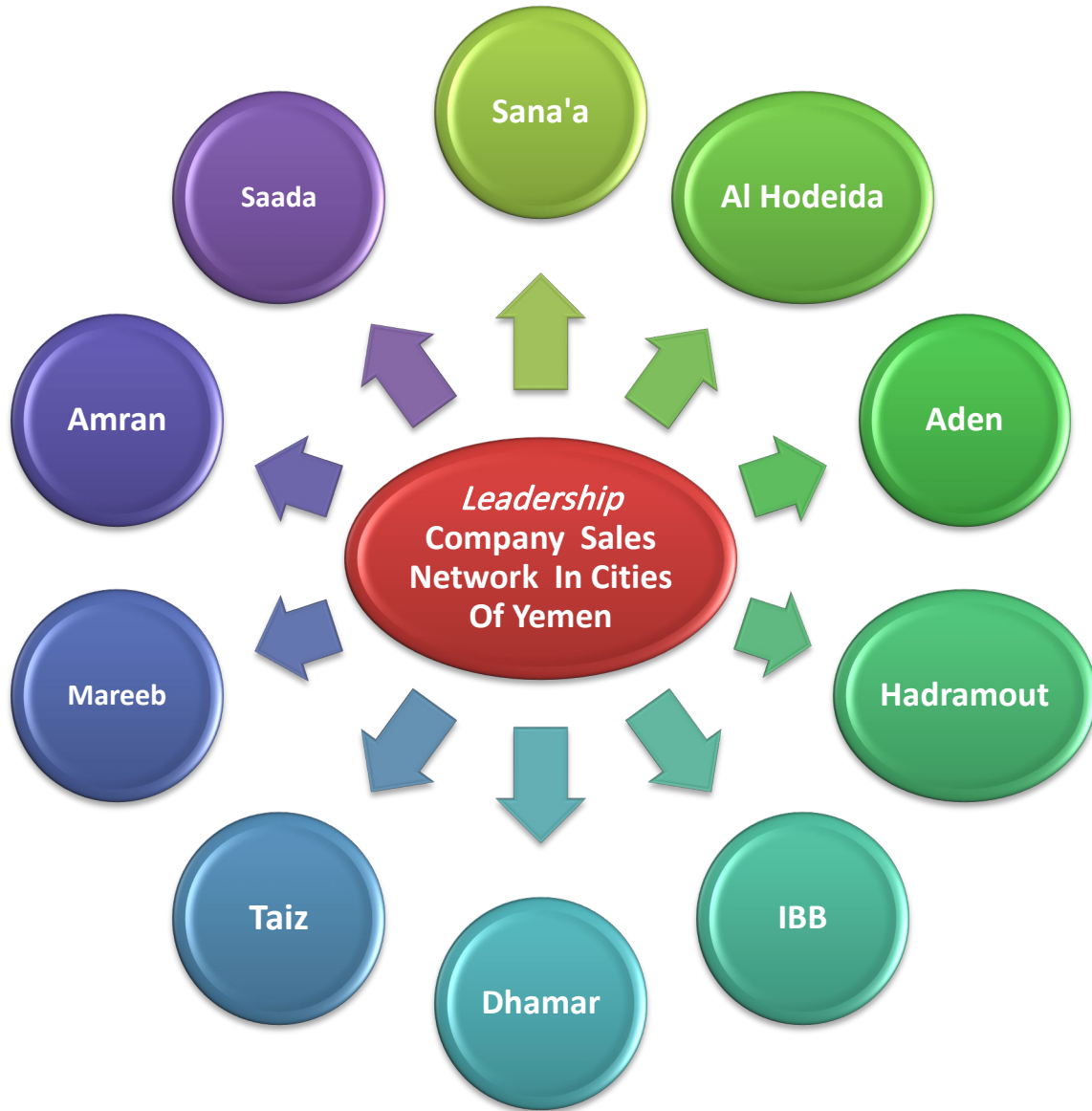
And ***the third*** is thru trying to change customer's minds on products they already have by applying a higher quality, more advanced equipment, with a higher technical specs.

➤ *Current customers & projects*

In the capital city Sana'a only we have a long list of customer with more than **300** hospitals and medical centers.

At the same time we are existing in the other cites of Yemen through our branches & dealers which we cover 10 Cities.

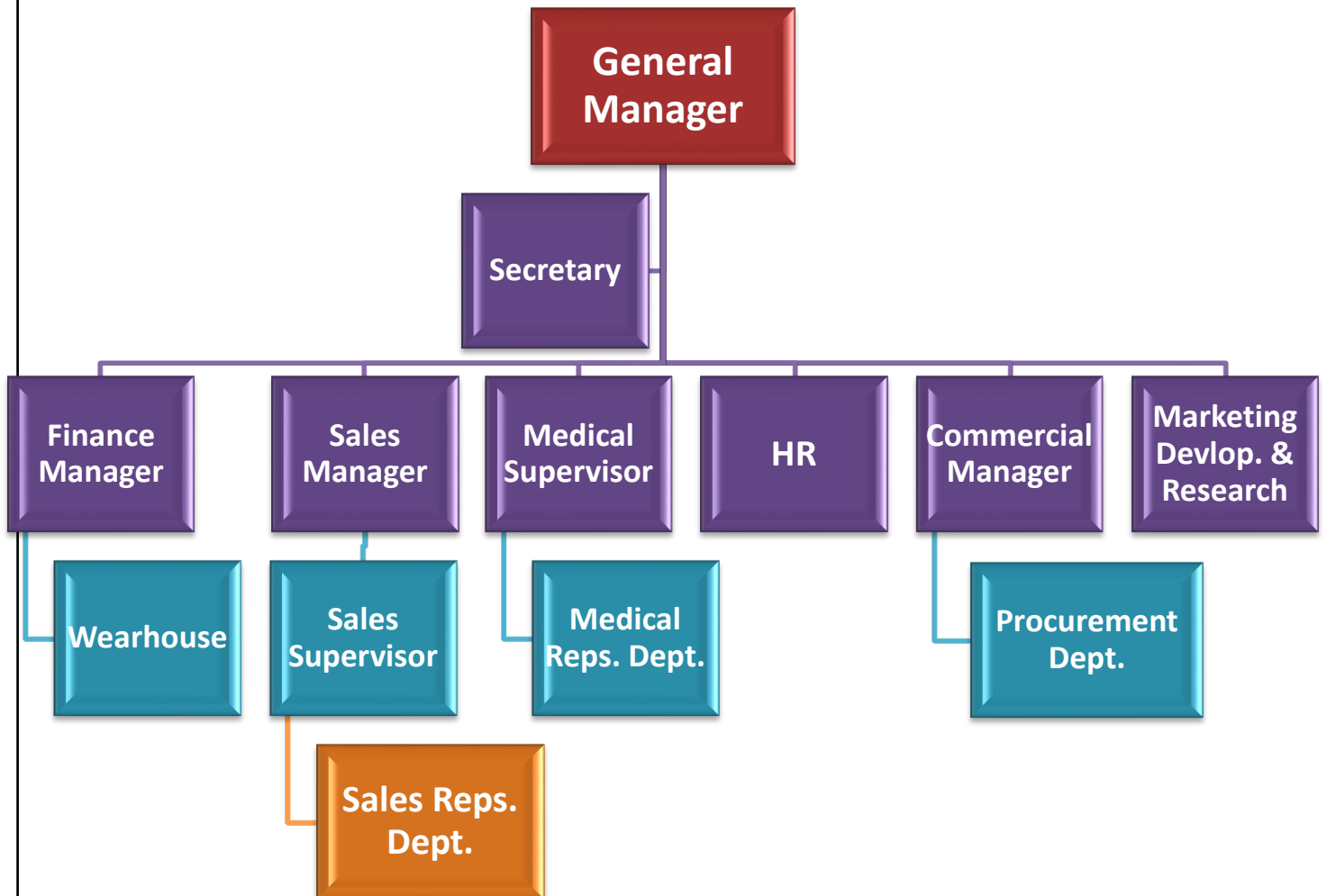
Sana'a City	Al Hodeida city	Taiz city	Mareeb city	Dhamar city
Amran city	Hadramuot city	Aden city	Saada city	Ibb city



➤ ***Our Team***

Leadership core team consists of highly qualified professionals with excellent academic accreditations who are fully experienced in various aspects of the pharmaceutical marketing.

All of our employees share the vision of a better future for patients, as well as the progress and success of our organization.





Contact us:-

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