



Firma marketing Co. Ltd.

Company profile

True value, Better life





Firma marketing Co. Ltd.

Background:

Firma group is founded in 2016 by Dr. Mohammed Saeed H. Alawi, the former marketing and scientific manager of Vitabiotics, Sudan. The core concept that led to establishment of Firma group is to provide a professional, accurate and outstanding marketing and distribution services to both; customers and suppliers, also we insist to ensure that: the best pharmaceuticals, food supplements, medical devices and medical consumables are present and available with affordable prices and high quality for the maximum benefits of the patients of Sudan and east Africa countries.

Vision:

To be the best health services provider in east Africa region.

Mission:

To provide accurate, high quality, sustainable business value for all parties, to ensure that the best pharmaceuticals, food supplements, medical devices and medical consumables are available at hand for health facilities and patients of Sudan and east Africa countries.

Company information:

SUDAN offices:

- HQ (Khartoum office):

Office no 2A, building No. 2 Katarina street,

Khartoum 3, Khartoum state, Sudan.

PO.box: 22304, Khartoum 3.

Email: firnamarketing2424@gmail.com

Phone No. +249122308837

- Red sea office:

Office no 4, building No. 32 Alshatii road, Port Sudan, Sudan.



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- Kordofan office:

House No. 150, Alnohood road, Alobied city, Sudan.

TANZANIA office:

Office no. 4, building No. 18,

school road, Mikocheni, Dar Es Slam, Tanzania.

PO.box 20193

Email: firnamarketing2424@gmail.com

Phone No: +255712451852

Sudan business activities:

- **Pharmaceutics:**

Firma marketing co. ltd is active in pharmaceutical importation and whole selling. Our suppliers are mainly from India which include:



Events corporation, Ambala city, Haryana, India.



Zee labs, Karnal, Delhi, India.

- **Food supplements:**

Firma co. is also active in importation of food supplement mainly from India too. Our suppliers are:



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Events Supplements co. Ltd., Ambala city,
India.



- Vaishali, pharma, Mahipalpur, India.



- Zen vision pharma, Mahavi, Mumbai, India.



- Agron pharma, Kashipur, Uttarakhand, India.





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- Medical devices and consumables:

Firma marketing co. ltd distribute and provide marketing agency services to:

Greens surgical India



Metabiomed pvt South Korea.



Siora surgicals pvt ltd, for medical devices and hospital needs.



- Whole sale activities:



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Firma marketing co. ltd is providing a whole sale service to:

- Amipharma laboratories ltd. Sudan.
- Amipharma health care co. ltd. Sudan.
- Pharmacare laboratories co. ltd. Sudan.
- Al Istigama enterprises. Sudan.

Tanzania business activities:

- Firma group, under the name of FIRMATANZ COMPANY LIMITED is currently supply all medical, dialysis materials and consumables need for Alshifa poly clinics for kidney dialysis, in Rose garden road, Dar Es Salam, Tanzania.
- FIRMATANZ COMPANY LIMITED is providing variety of marketing services including preparation of business plans, feasibility plans, promotion representative training services for local importers and health investors.
- In partnership with BB pharma Tanzania and Bilal associates co ltd Tanzania., FIRMATANZ COMPANY LIMITED is conducting logistic services for foreign investors in sectors of medical and pharmaceutical business.
- FIRMATANZ COMPANY LIMITED is also conducting a whole sale activity in medical devices and consumables, with local importers to distribute and manage procurement and supply chain to the final consumers.

Current private/NGOs customers:

- IOM, Sudan (Difra medical center, Aldibab medical center, Nama medical center)
- Algoni charitable organization, Sudan (Almoglad medical center)
- Alshifa poly clinics for kidney dialysis, rose garden road, Dar Es Salam, Tanzania.
- AB general hospital, Magomeni, kagera road, Dar Es Salam, Tanzania.
- Amiron medic, medical devices and consumables importer, Dar Es Salam, Tanzania.
- Medico co ltd, medical supplier, Dar Es Salam, Tanzania.
- Ontime health services, Arkawet, Khartoum, Sudan.
- Almunirah surgical center, Almustashfa road, Khartoum, Sudan.



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- Royal care general hospital, Khartoum, Sudan.
- Hawasha orthopedic hospital, Alamaraat, Khartoum, Sudan.
- Royal care general hospital, Khartoum, Sudan.
- Asia general hospital, Khartoum, Sudan.

Current governmental clients:

- Muhimbili general hospital, Dar Es Salam, Tanzania.
- Khartoum general hospital, Khartoum, Sudan.
- Bahry general hospital, Khartoum, Sudan.
- Sharg Ahneel general hospital, Khartoum, Sudan.
- Al buqaa specialized hospital, Khartoum, Sudan.
- Mohammed AL ameen Hamid pediatric hospital, Khartoum, Sudan.
- Wad Medani orthopedic hospital, Khartoum, Sudan.

Managerial and marketing staff:

Sudan office:

Firma marketing co. ltd Sudan office management structure:

- CEO & general manger.
- VP pharmaceutical marketing & distribution.
- VP supplements marketing & distribution.
- VP medical devices marketing & distribution.
- Financial manager,
- Warehouse manager
- Medical and sales representatives.
- Drivers and delivery personnel.
- Red sea branch manager.
- Kordofan branch manager.

Tanzania office:

FIRMATANZ COMPANY LIMITED office management structure:

- CEO & general manger.



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- Marketing and sales manager.
- Financial manager.
- Logistic and Registration employee.
- Medical and sales representatives.
- Warehouse manager.
- Delivery employee.
- Marketing research officer.
- warehouse manager.

We also welcome some young pharmacist and management graduates as trainee for short periods of time, some of them will be permanent employees. We focus on team work and department collaboration to achieve the required duties to satisfy our customers and end users.

Financial capabilities:

- Starting capital for (Firma Sudan) was 25,000 USD in 2016, since that we keep annual capital growth by average rate of (70– 90%) depend on general company expenditure and economic fluctuations.
- Net revenues 2019 were 144,000 USD.
- (FIRMATANZ COMPANY LIMITED) starting capital is 75,000 USD. The expected annual capital growth in Tanzania is 60 – 80 % in the first 2 coming fiscal years from active business.
- The financial reserve for (FIRMATANZ COMPANY LIMITED) project is 60,000 USD for two years.
- The usual capital turnover is expected to be four cycles per financial year.

Future prospective:

FIRMATANZ COMPANY LIMITED is planning to establish specialized surgical center in Dar es Salaam city, Tanzania, to provide general and orthopedic surgery services and operations for Tanzanian natives and foreign citizens. Firma group is planning to expand in Rwanda and Ethiopia in the coming two years. Also, the group is establishing-with other investors and partners-specialized surgical/orthopedic center in Dar Es Salam, Tanzania.



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In The Name of Allah The Most Gracious The Most Merciful

 The Republic of The Sudan
Ministry of Justice
Commercial Registrations Department



The Companies Act, 2015
Certificate of Incorporation
(Private)

No. of Certificate \ 49650 Certificate No.1

I hereby certify that
FIRMA MARKETING CO.LTD

on this day incorporated pursuant to section 15 (3) of the
Companies Act, 2015 and that the company is limited .

Given under my hand at Khartoum

this TWENTY FIRST day of DECEMBER Two Thousands and SIXTINTH

Fees paid : 12000 S D G
Duty on capital : 2500 S D G


ALWIA AHMED ALEBEED
Registrar of Companies
ACTING

Any Scratch off, Alteration shall cancel this certificate

C.1

TANZANIA 

Certificate of Incorporation of a Company
Section 15

No: 144471342

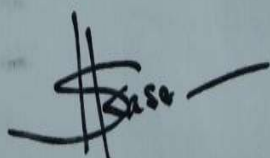
I HEREBY CERTIFY THAT

FIRMATANZ COMPANY LIMITED

is this day incorporated under the Companies Act, 2002
and that the Company is Limited.

GIVEN under my hand at Dar es Salaam this 23rd day of
OCTOBER TWO THOUSAND AND TWENTY.




Senior Registration Assistance