



AFREMED
GHANA LTD

COMPANY PROFILE

2021



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COMPANY HISTORY

Afremed Ghana Ltd. was formed as a result of our rapid expansion within the West African wholesale market in 2010/11. Afremed Ghana Ltd gave us direct access into what was rapidly becoming our fastest growing sales market - Ghana.

With the anticipated market expansion occurring within Ghana - born out of massive increases in middle classes, private education, developments in medical care and foreign investment - Afremed Ghana Ltd.'s role in the national wholesale business became even more prominent and profitable.

Since Afremed Ghana Ltd.'s incorporation we have been able to employ a well-trained and highly active sales team spread across the major regions in Ghana. This has dramatically increased our foothold in the wholesale business within Ghana and opened large and well established business relationships previously unattainable working more generally throughout.

Western Africa however, paying more attention to the Ghana market which is full of expats and other foreigners.

Afremed Ghana Ltd has to date developed new and long-lasting customer relationships on an annual basis as well as expanding our distribution channels to far reaching parts of the country, growth we anticipate to continue.





MISSION STATEMENT

“Afremed Ghana Ltd aims to be the market leader in the distribution of quality branded products ranging from medical, skincare and personal care lines and beauty products. We place considerable importance on forging strong supplier relationships. Our suppliers large or small are essential components in accomplishing our mission. We pride ourselves in the long-standing business relationships we have developed and the charitable donations and work we have made and continue to make.”



GHANA – A BRIEF HISTORY

Ghana gained its independence in 1957 – and is often referred to as ‘Africa’s Peace Nation’ due to its history of never having internal or international conflict.

As with most West African nations there has been the discovery of offshore oil and a mineral rich northern region. This has seen considerable domestic and international investment and has been a huge influence in the creation of an ever expanding and affluent middle class.

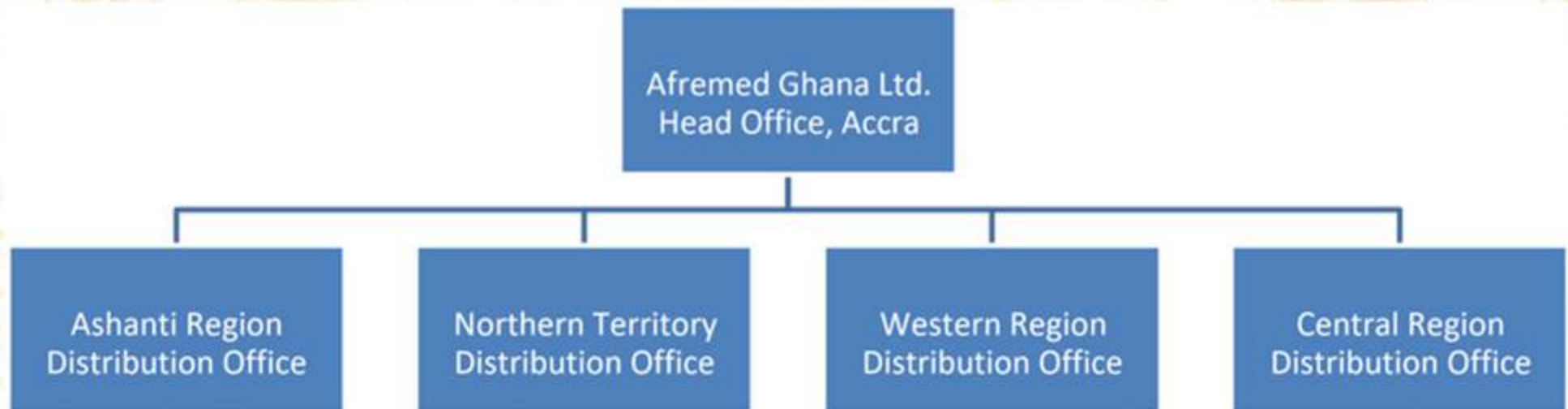
Formally a British colony, Ghana as a nation has over 40 spoken dialects however English is the common business and taught language.

Ghanaians pride themselves as a nation who broke away from colonial rule in 1957 and were able to set up a stable democratic government, evident still today. This has allowed the country to rapidly develop with the introduction of western building techniques, education, products and medical practices or simply products of superior quality, although the far east continues to challenge our market with inferior products.

Ghana has an estimated population of 29.4 million of which there is a 71% literacy rate. The majority of Ghanaians are Christian despite the estimated 75 ethnic groups in the country. Around 30% of the total population live in the southern regions.



COMPANY STRUCTURE





COSMETICS

Liance Pharmaceutical – Kelo Cote silicon scar gel

Darvidis – vitae creme B12

Xhekpon Nexk creme

The Balm Cosmetics

Jan Marini Skin Research Institute

Davines – Hair Care

Olaplex Hair Care

Rausch Hair and Skincare

Dr Hauscka

Medical Beauty Research MBR

OFFICIAL
OLAPLEX.
SALON



davines
SUSTAINABLE BEAUTY

JANMARINI
SKIN RESEARCH®



Dr. Hauschka



Kelo-cote[®]
advanced formula scar gel







CUSTOMERS

From our initial introduction into the Ghana market we have maintained long standing supply relationships with all major government departments, state and private schools, medical facilities, NGO's and charitable foundations. Afremed Ghana Ltd continues to hold all existing and new business relationships in a manner fitting our company ethics, as per our mission statement. Foreign embassies and consulates continue to be our best customers in Ghana.

Predictably due to the nature of the customers we have built up over the years we currently supply a varied but high-quality range of lines. This spectrum spans from specialist medical equipment's and accessories, quality branded food. Our company policy is such that we will always aim to deliver any requirements our customers have at an affordable cost while maintaining our consistently high standards.

Such is the nature of our company structure we feel we are keeping Afremed at the forefront of any new business opportunities. We have an expert sales and marketing team who work alongside our 'feet on the ground' Regional Sales Agents to ensure no opportunity is missed.

Not only does this ensure our customers' needs are met but it maintains growth and consistent sales into the market for all our suppliers.

As our Mission Statement suggest – Afremed sees the importance of lasting and



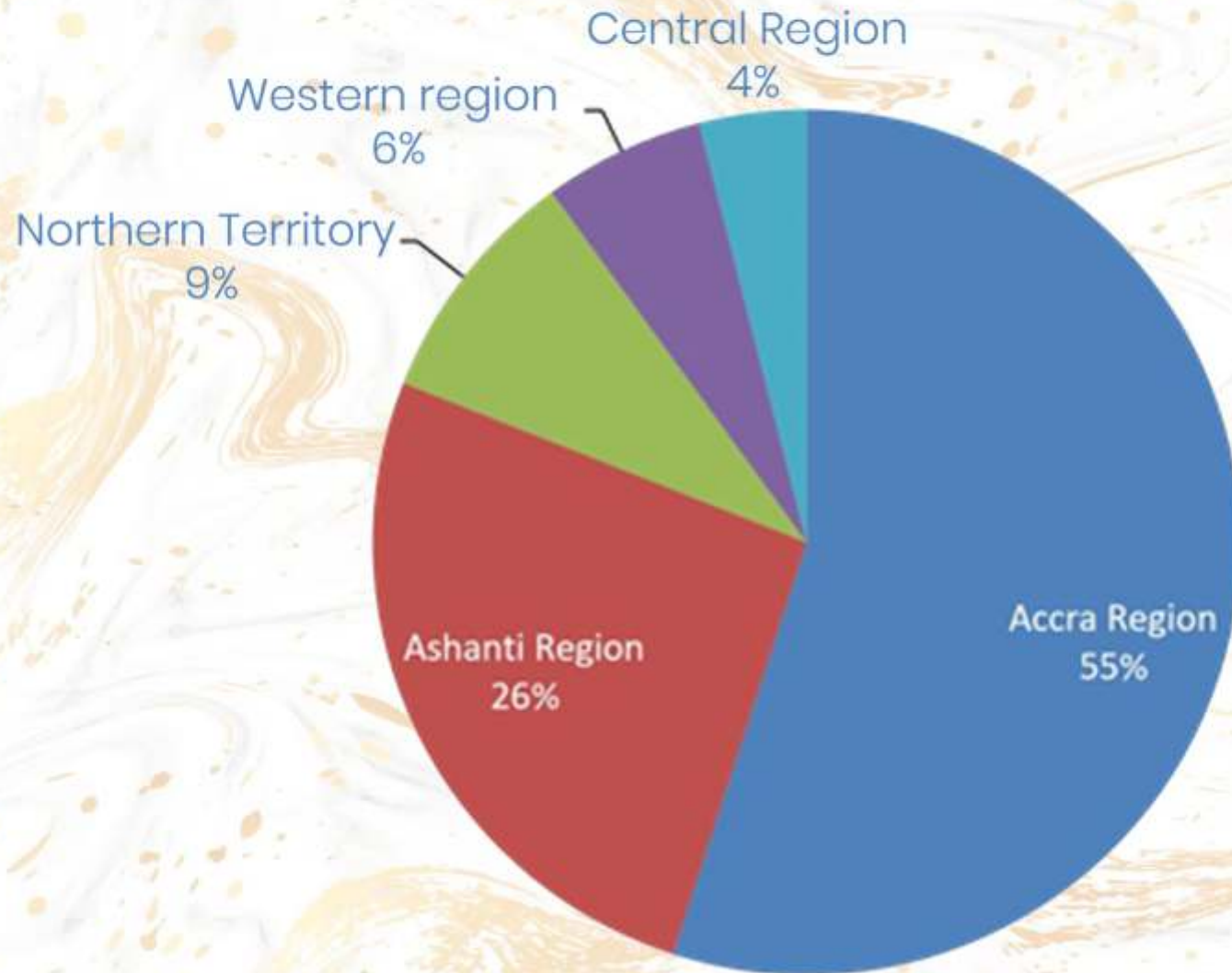


BUSINESS STRATEGY

Afremed Ghana Ltd has taken the example set by its directors decades of experience in working in Western Africa and employed a policy of product development through brand awareness days, advertising and marketing campaigns, donations of free stock and in some cases product education days.

Afremed Ghana Ltd has successfully introduced hundreds of new branded lines into Western Africa shown in our company expansion and volume of business we now manage. Our policy of stock donation to our established and new customers alongside brand awareness campaigns ensures that as many of our targeted end users as possible are exposed to any new line we offer.

TOTAL SALES PER REGION





2021 VISION

As with every year since our company formation Afremed Ghana Ltd plans an exciting business year ahead. Principally we will be continuing with our company ethos and mission statement to ensure both customer relations and supplier relations are held at the levels expected of us.

Our marketing team will be launching a 2019 New Year campaign on Afremed Ghana Ltd as the premium 'One-Stop-Shop' for wholesale distribution in Ghana, a campaign to be rolled out nationally. We will be opening a new regional office in the Bono Region (Sunyani) further expanding our reach and opening new sales opportunities into the newly added regions.

Before year end our sales team will be detailing forecasts on all our supplied lines and any projected new business developments will also be included. Afrimed Ghana Ltd will be taking part in national trade events – our 2017 calendar will be published before year end – as well our own promotional educational and awareness days that have been so popular.

As with every year we will be happy to entreat market visits in the New Year to all our valued suppliers and those we hope to be working with very soon – relevant customer procurement agents will be able to advise on the market visit availability.





GHANA





“AFREMED GHANA LTD – The Only Partner,
Supplier, distributor & Agent Needed in Ghana”

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