



PROFILE ZAK PHARMA

 +967 777260333

 +967 771201817

 info@zak-pharma.com

 www.zak-pharma.com



A Message from Zak Pharma's General Manager.

Hello As a Director of ZAK PHARMA IMPORTING Corporation, I would like to thank you for giving us part of your precious time to explore our company and our role as innovative in the business of pharmaceuticals marketing and serving the community. To reach market leadership and to earn customers trust is a hard mission requires innovation, hardworking, and a lot determination to achieve the goals and draw clear path for future business.



From our point of view, the most effective companies are ones which always consider innovation in marketing is the right path to reach customers satisfaction, and also attract other business partners from around the globe to make partnership with us and provide high quality innovative products to our customers and community and helps improving their quality of life.

ZAK PHARMA was established in 2015 based on the belief that with our long fruit of experience in the field of pharmaceuticals marketing which is the fruit of 20 years of hardworking, and through establishing business partnership with global pharma companies, and also through our dedicated and diligent staff with their expertise in pharmaceutical marketing, we can provide our loyal customers innovative solutions, products and services they really deserve.

Our vision for the market, requires, and deserves to attract all talented individuals and marketing professionals to work with us and provide them with the environment that helps them to innovate. It also encourages companies from all around the world to consider partnership with us and invest in our market and achieve business growth in the long run.

This is our passion and what drives our approach and commitment to a service of the highest quality, with energy, enthusiasm and fresh thinking. And help us draw our business path for the future and be market leaders. We welcome all of you, individuals as innovative, creative employees, and also companies from all the globe as partners whom have the passion to establish a fruitful partnership and expansion in the Yemeni pharmaceutical market to achieve their aspirations and goals.

ZAK PHARMA

Our Vision



To be «the premier pharma company, offering innovative high quality products, service to customers everywhere. Fulfilling our vision will encourage manufacturers around the world to consider business with us. being the premier pharma company does not mean being the biggest but it does mean being the best in terms of innovation, customer service, quality products , employee talent, and consistent and predictable growth better and more completely than our competition.. we are well on our way to realizing this vision and there is more we must do to fully achieve it. we will continue earn our customers' enthusiasm through continuous improvement driven by the integrity, teamwork, and innovation of company people and the partners high quality products.



Our Message

With our long experience in pharma business and through our talented professional staff and through budding partnership with global pharma manufacturer of high quality products we seek to be :

- 💡 The a leader in the market.
- 💡 Most Customer-focused in fulfilments Needs of different
- 💡 Establishing Business Partnership with Pharmaceuticals
- 💡 provide continuously educational program for all staff to assist them to perform the required tasks smoothly.

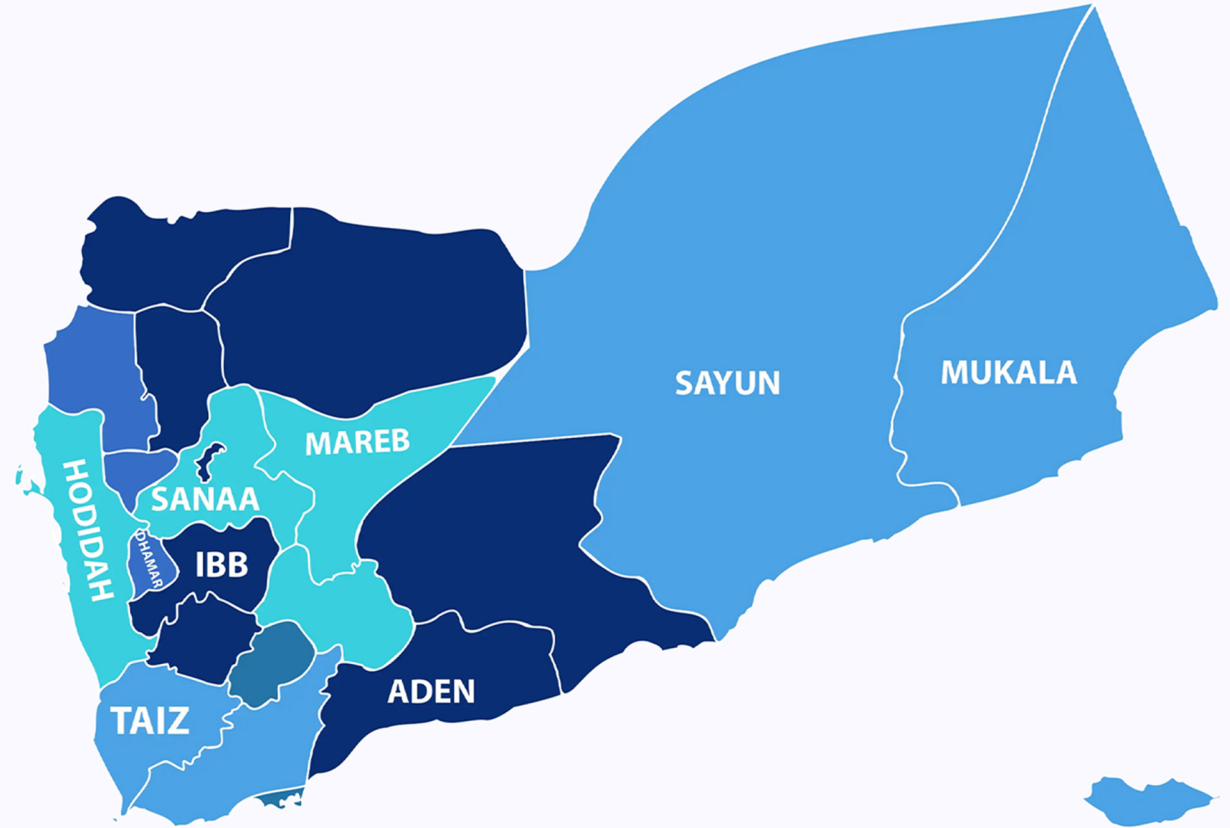
Currently , we move in steady steps towards achieving these goals and reach leadership.



ZAK Pharma

Our Market Network

We are now available in a large number of Yemeni regions and cities and have succeeded in attracting a large base of customers in the pharmaceutical market between pharmacies and government and private hospitals. We have the desire and the ambition to increase the number of customers, this is due to unique and innovative service and also facilities we provide that helps and encourage all customers to deal with us. Its our duty to make our global business partners products available to customer in every city and area and assist them to achieve business growth they expect.



- MAREB
- DHAMAR
- MUKALA
- IBB
- TAIZ
- HODIDAH
- ADEN
- SANAA Headquarter

ZAK PHARMA

Marketing Department

Advertising and promotion are key roles of marketing. Advertising is the paid promotional component and uses up much of the departments budget. Our Marketing department is key department and the engine of the system, its responsible for market research, solution development, innovative promotional campaigns and building customer relationship. While marketing departments engage in several different activities, its primary role is to boost revenue for the business. It is what creates customers and generates income, our marketing department serves as a beacon for our company, guiding it on which product, pricing, promotional and distribution strategies to use.

For this reason we have attracted and hired the most professional talented marketing team to help us in implementing the company goals and strategies. Before it implements marketing strategies, our marketing department develops a marketing plan.

This plan sets out marketing objectives that align with the company's goal of building brands, attracting customers and generating revenue. Market research strategies are typically included in the plan.

Market research is used to identify the needs and preferences of targeted customers.



ZAK PHARMA

sales Department

Sales department plays a pivotal role in the success of the marketing strategies . The unique and important role of sales is to work in harmony with marketing and finance department . Our salespeople are in daily contact with the market customers, and it's their job to implement the marketing strategies, carry on all marketing campaign ,close the deal with customers by introducing further information ,and helping the customer making the choice. The department also gives market feedback report department regarding market potentiality and different Market variables that assist the company in better planning and setting goals . Today , we successfully have more than 12 sales points available in different areas in Yemen supported with highly professional sales team



ZAK PHARMA

Finance Department

Since the establishment of the company, we were very keen to have a strong financial base to allow us to run business locally and also to support our position with our business partners in the globe.

With strong financial base, we will be able to develop partnership with pharmaceutical manufacturers and provide more quality products to market, and this will assist in increasing business volume.

Our finance department covers a wide range of tasks from basic bookkeeping to providing information to company management in making strategic decisions. At the base level, our bookkeeper will be responsible for all the day-to-day transactional accounting for the company. This will include the tracking of all transactions.

It is also responsible for management of the company cash flow and ensuring there are enough funds available to meet the day-to-day payments. This area also encompasses the credit and collections policies for the company's customers, to ensure the company is paid on time, and that there is a payment policy for the company's suppliers.

The finance department will work with managers to prepare the company budgets and forecasts, and to report back on the progress against these throughout the year. This information can be used to plan staffing levels, asset purchases and expansions and cash needs, before they become necessary.

This department is filled by staff members with accounting experience and high standards.



ZAK PHARMA

Our History

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2016

Business was launched in our head office, Sana'a City (Capital of Yemen), engaged in the pharmaceutical market as a Wholesaler, as well as the business licenses were obtained.

2017

We have obtained the foreign Agency Agreements.

2018

Starting to import and do business, and importing has been initiated.

2019

Joining other new Supplier, increasing number of products, as well as opening and establishing a number of branches throughout the Yemeni .governorates, as follows:

Sana'a Branch (HQ) - Ibb Branch - Hodeidah Branch - Amran Branch - Taiz Branch (Al-Qaedah) - Tamar Branch - Sa'dah Branch

2020-2022

We are in proceedings for registration of new Products and Manufacturers. Moreover, we have opened new three branches, which are: Aden, Al-Mukalla and Mareb branches, as our branches are be Ten (10) Branches in Yemen.

ORGANIZATIONAL STRUCTURE



We have professional employees, well qualified and experienced staff.

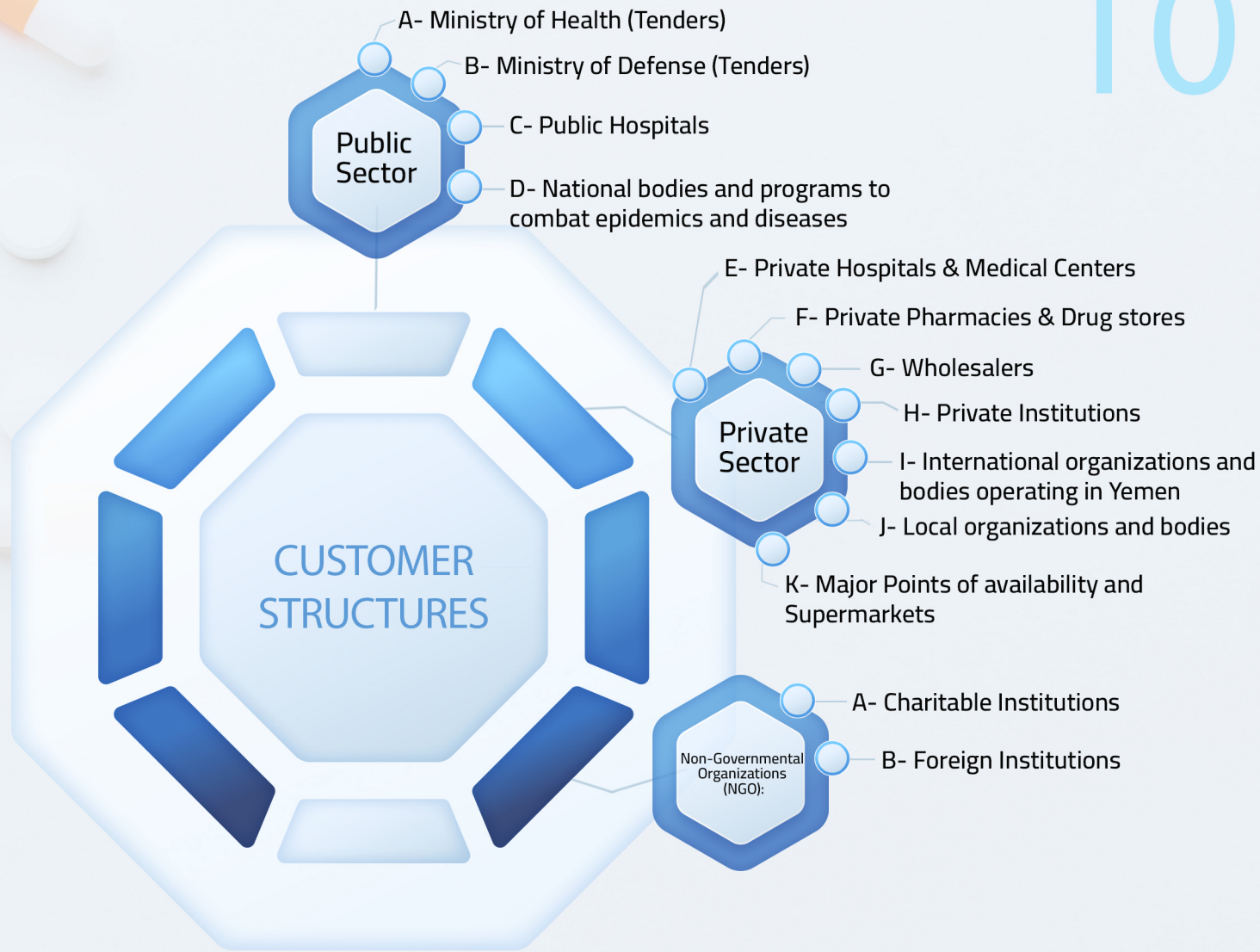
Head Office and Marketing & Sales : We have a team of experienced and professional staff who work in different departments. Our Head Office handles the administrative and financial aspects of our business. Our Marketing & Sales department consists of medical representatives who promote our products to doctors and hospitals, and sales representatives who take orders from pharmacies and distributors.

Branches' Staff : Well qualified and professional employees work at the company's branches in the other cities.

We have the capacity to add a sufficient number of employees on demand.

CUSTOMER STRUCTURES

We, ZAK PHARMA For Import., are proud of our clients (success partners) from various sectors and throughout the Yemeni governorates, cities, rural areas and villages, as we, through our vast network of branches, located at all governorates and cities of Yemen, we have won a broad client segment from various public and private sectors, and the international organizations and bodies operating in the country.



ZAK PHARMA

Human Resources

We always believe that an efficiently run human resources can provide our company with structure and the ability to meet business needs and achieve growth.

this can be done through managing our company most valuable resources – its employees.

our H.R is handled by H.R. specialist with long expertise, is responsible for hiring, designing compensation and benefits and setting work regulation for our staff.

The forward-thinking of human resource department is devoted to providing effective policies, procedures, and people-friendly guidelines



Logistics And Foreign Affairs

Foreign affair manage many logistics and complete process involving

- 💡 product registration.
- 💡 Managing and controlling the transportation of shipments and custom clearance .
- 💡 Communicating with our business partners around and receive and deliver data and concerns.

it keep our business partners updated with all information, real-time data concerning the business progress.

The staff members of this department are highly trained to perform a multi-task job with high professional way that meets our standards in doing business with companies around the world.





CONTACT US

 ZAK PHARMA Southern 60 Street , Sana'a, Yemen

 +967 777260333

 +967 771201817

 info@zak-pharma.com

 www.zak-pharma.com

 db@zak-pharma.com

 ceo@zak-pharma.com

Wechat ID: zak771201817

