

*Our professionalism, **drives** your performance*

EPI  CENTRE

"Rigor"

"Excellence"

"Professionalism"



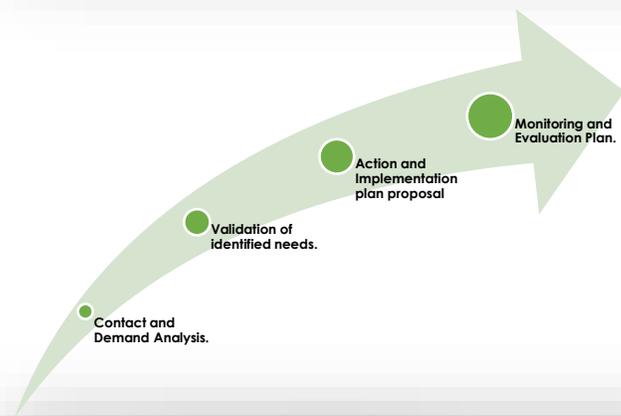
Who we are?

Commercial representation agency promoting the pharmaceutical industry in French-speaking sub-Saharan Africa, based in Abidjan, Côte d'Ivoire with a subsidiary in Lomé, Togo.

Epicentre has been created by a team of professionals with more than 30 years of experience in medicine business activities, particularly in the countries of the sub-Saharan Francophone region of Africa. The staff is qualified and offers services in line with your needs thanks to the deep knowledge of the environment within each of the different countries as well as their pharmaceutical markets.



Our Process

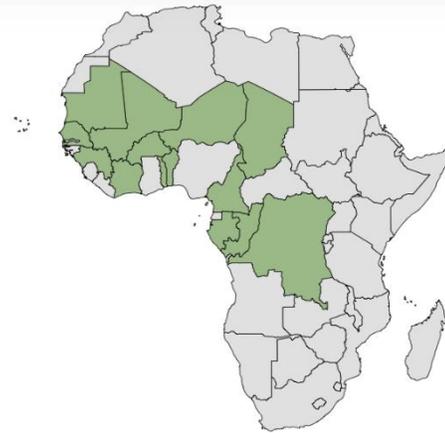


Our Vision

Reach the status of a company providing well-being to its employees, its partners, and the beneficiaries of our constructive, concerted and enriching every day actions.



Our Territories



We cover the French-speaking countries of West Africa:

Côte d'Ivoire, Togo, Benin, Burkina Faso, Mali, Senegal, Cameroun, Gabon, Congo, RD Congo, Niger, Guinea, Mauritania Chad.



Our Mission

Our mission is to increase the chances of the neediest people wherever they are in the sub-Saharan region of Africa to have access to basic health care. Our countries are in dire need of basic care medicines. Quality generic drugs have a definite future in the establishment of a secure health system which guarantees a sustainable development.

We are working towards this direction.



Our services

1. Audit & Monitoring of Medico-Pharmaceutical Promotional Portfolio

a) Mix-Marketing Environment Assessment of Promotional Catalog Product

- Marketing Profile and Positioning
- Price / Competition
- Supply Chain
- Maturity Profile
- Outlook

c) Sales Effectiveness Analysis

- Launch Policy
- Segmentation and targeting, coverage plan
- Customer Management Policy
- Sales Techniques / Sales messages
- Sales management policy
- The analyses give a clear idea of the solutions to be suggested according to the audit carried out. Corrective actions are to be co-validated as well as their implementation plan by both parties.

b) Analysis of the Profile and Operational Efficiency of the Sales Force « Field Force Effectiveness Analysis »

- Productivity Ratio
- Background and basic profile
- Recruitment process
- Training Policy
- Medico-Scientific Profile (**Modules**)
- Pharmacological Knowledge Profile (**Modules**)
- Personality Profile
- Compensation grid/ Commercial incentive policy
- Turnover of commercial staff



2. Set-up and launch of a turnkey sales team: Basic training curriculum for a sales agent in the Pharmaceutical Industry

Basic Modules

- The fundamentals of trade in the pharmaceutical industry
- Basic attitudes and skills
- Segmentation and Targeting (**Online CRM**)
- The pharmacological bases - Key concepts of pharmacokinetics and pharmacodynamics
- Sales Communication Techniques
 - **Workshops :**
 - ****Aptitudes and Attitudes of Operational Effectiveness**
 - ****CRM Application - Control of the work surface and customers (Tools)**

Medico-Marketing and Sales Management modules

- **Workshops:**
- ****The fundamental of sales communication**
- ****Results-Based Management System of sales operations (**Sales Management Software Online**)**

Monitoring and Motivation Modules

Reporting systems and application to operational efficiency (Tools)
Incentive systems



Our pharmaceutical laboratory representation service offerings

We offer 3 types of contract

Option 1: ADMINISTRATIVE ACCOMMODATION OF THE SALES FORCE:

Sales force salary provided by the Laboratory via the Agency

Option 2: INTEGRAL MANAGEMENT OF A SALES FORCE:

Sales force salary provided by the Agency

Option 3 : MARKETING DEVELOPMENT WITH ASSISTANCE OF THE AGENCY:

The applicant ensures its development with the strategic and logistical assistance of the Agency

The type of exploitation proposed will take into account the following points:

- Management of the Catalog Development Strategy
- Management of the supply chain and expired drugs
- Follow-up of registrations and other regulatory files
- Continuous training of the sales force (recycling seminar)
- Local wholesaler statistics fees
- Definition and management strategy of the P.R.B (Public Relation Budget)
- The Marketing Plan and its implementation; Rhythm of provision of marketing materials
- Initial training, assembly and launch of the sales force
- National and International conferences, management of Key Opinion Leaders
- The coaching and reporting system

They Trust Us

GPSC GUILIN
PHARMA



PharmaBavaria
International



Orchidia
Pharmaceutical Inc.



PHARMA



SANOFI

ADRIEN
GAGNON

LAB BOTANIC
BAVARIA

BEXIMCO
PHARMA



SwimCount
SPERM QUALITY TEST



laboratoire
de la Mer



PharmaHerbe



Glenmark
A new way for a new world



AUROBINDO



D&PML
Direction de la Pharmacie, du Médicament
et des Laboratoires de Côte d'Ivoire

DISTRIMEX

biotech



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VISION CARE



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