

BRIEF PROFILE



CEDAR POINT CHEMIST LIMITED.

As at August, 2020

Location

No 5 Malm Street, Abelemkpe.
[Accra Ghana]

Postal Address

P.O. Box CT 5601 Cantonments
Accra, Ghana

Digital Address:

GA-165-4626

Telephone

+233-0302-737720
+233-247-575-002

Email

Cedarpoint@live.co.uk
www.cedarpointchemist.com



A PASSION FOR QUALITY PRODUCTS AND SERVICE

DESCRIPTION OF ACTIVITIES

Cedar Point Chemist limited is a registered Pharmaceutical Company operating as a Wholesale and Retail Pharmacy

The Wholesale Pharmacy is involved with the Importation, Marketing and Sales of Pharmaceuticals and Medical Devices.

On July 1, 2016 Cedar Point Chemist Limited was engaged by F. Hoffman La Roche Switzerland to promote four of its established products namely: Rocephin Injection, Dilatrend Tablets, Recormon Injection and Mircera Injection. Cedar Point Chemist Limited has a fully dedicated operational team marketing Brands of F. Hoffman La Roche Ltd.

The Retail division which is approved by the Pharmacy Council of Ghana is also located on Adjiringanor/Ashaley Botwe Road is focused on providing quality pharmaceutical services to the general public on retail bases.

OUR VISION

- To become a leading, Medium Sized Manufacturing, Wholesale and Retail Pharmaceutical Company offering differentiated, exciting, quality products and services to our customers.

OUR MISSION STATEMENT

- To achieve market leadership with our brands in the market segments in which we compete, achieving excellence in Marketing Strategies and Implementation
- To provide quality and unique products that would differentiate our brands from that of our competitors.
- To ensure that we provide opportunity and create the right environment for individual employees to perform at their maximum best.
- Our customers to perceive us as a partner in their business.
- To ensure that our customers trust us in delivering quality products and reliable services to them.

OUR VALUES

- Quality –Quality service delivery and quality products.
- Excellence –We strive for excellence, excellence in quality products and services
- Passionate –We believe in what we do and are passionate in our duties.
- Performance –We believe in performance and reward for performance.
- Team work – As a team we deliver expected results.

OUR MOTTO:

A Passion for Quality Products and Services.

PIVOT OF COMPANY:

Excellence in Marketing

STRATEGY (2015 -2020)

Cedar Point Chemist Limited's overall strategy is an aggressive growth strategy, which will ensure that year after year, growth is more than 20% over the next five (5) years. Aggressive growth strategy will be pursued in line with:

- Differentiation of products
- Differentiation in Marketing
- Differentiation in our Sales Strategy
- Product development; Introducing new products into the market
- Market Expansion: Growing our market share for existing products in the same market segment.

YEAR ESTABLISHED

Established in 1997.

ADDRESS / LOCATION

The registered office of the Wholesale Pharmacy is located at No 6 Malm Street
Abelemkpe, Accra - Ghana

POSTAL ADDRESS

BOX CT 5601 CANTONMENTS ACCRA

Tel: 0302737720

Digital Address: GA-165-4626

Website: www.cedarpointchemist.com

ACCOUNTANTS /AUDITORS

KNA CONSULT

ACCRA-GHANA

LEGAL REPRESENTATIVES

1. SUNDOWN LEGAL SERVICES

ACCRA GHANA

BANKERS

STANDARD CHARTERED BANK LIMITED – NORTH INDUSTRIAL AREA

STANBIC BANK GHANA LIMITED – AIRPORT CITY BRANCH

INSURERS

UNIQUE INSURANCE COMPANY LIMITED.

ENTERPRISE LIFE INSURANCE COMPANY LIMITED

SHAREHOLDERS

Mr. Samuel Kow Donkoh

Mrs. Esther Donkoh

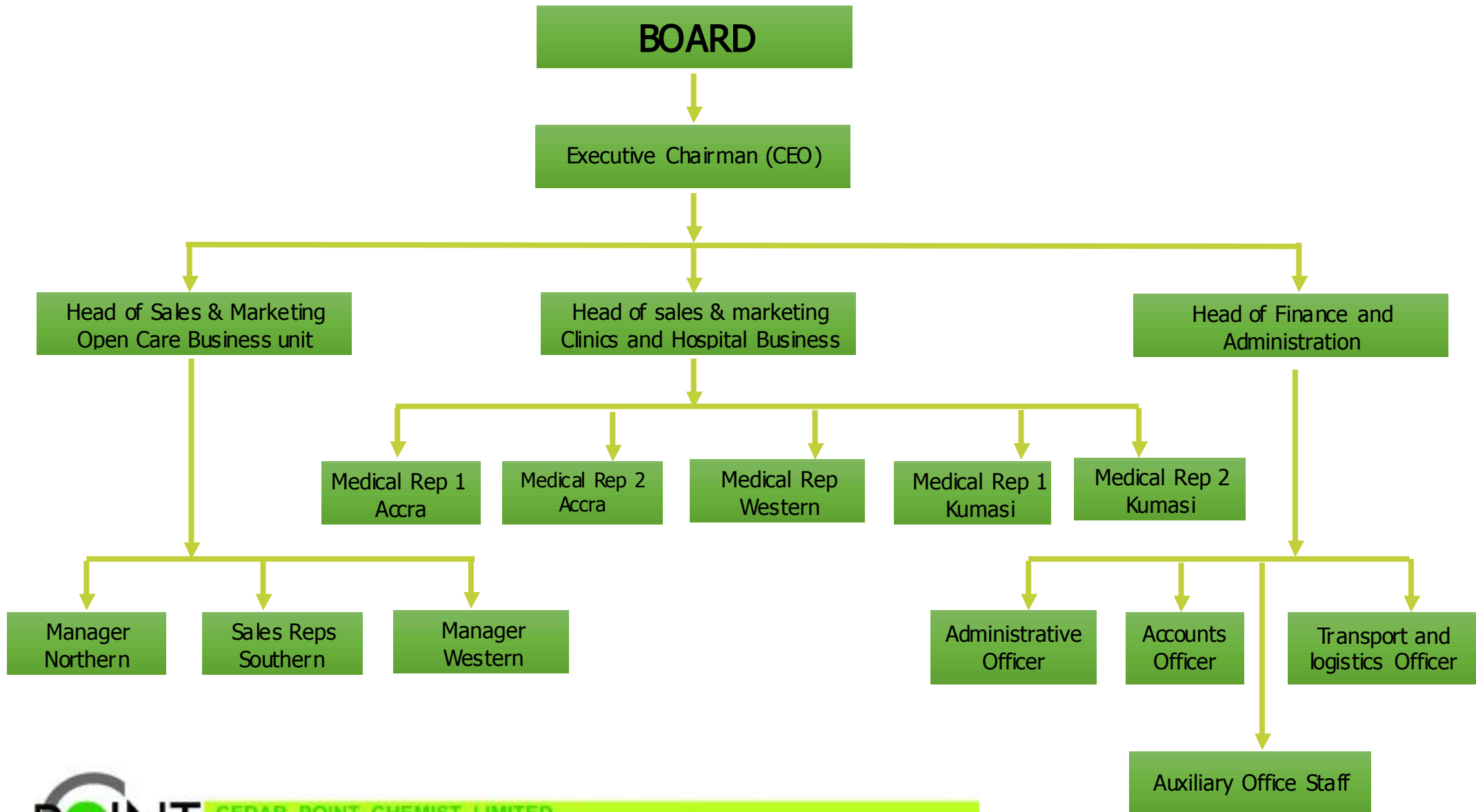
BOARD OF DIRECTORS

Mr. Samuel Kow Donkoh

Mrs. Esther Donkoh

Mr. Kofi Adjei Addo

ORGANIZATIONAL CHART FOR CEDAR POINT CHEMIST LIMITED.



MANAGEMENT TEAM

- ✓ Mr. Samuel Kow Donkoh(C.E.O/ Executive Chairman)
- ✓ Mr. Andrew Tettey(Head Institutional Business Unit/Regulatory Pharmacist)
- ✓ Ms Emmanuella Owusu (Head of Accounts)

KEY PERSONNEL

Mr. Samuel K. Donkoh(C.E.O/ Executive Chairman)

Mr. Donkoh is a Registered Pharmacist with B.Pharm (Hons) degree from Kwame Nkrumah University of Science and Technology, Kumasi, Ghana.

He holds an Executive Masters in Business Administration from the University of Ghana, Legon. He has attended several International courses on Management programmes including Sales management and Leadership. He is an alumni of Wits Business School (South Africa) having participated in Executive Management on Sales Management and Leadership. His areas of interest are:

- Strategic Management
- Excellent Marketing planning and Implementation.
- Corporate Finance; Particularly Valuation of Companies

Mr. Samuel Donkoh was the Regional Manager of the Multinational Multibillion dollar Pharmaceutical Company F. Hoffman La Roche Ltd. During his ten (10) years as a Regional Manager, he was responsible for the Southern African Region including countries like Namibia, Botswana, Zimbabwe, Zambia and Malawi. He was also responsible for English West Africa Sub Region made up of countries like Nigeria, Ghana, Liberia and Sierra Leone. Also, he has served on several committees of Ministry of health and the Pharmaceutical Sector.

Mr Samuel K. Donkoh is currently the President of Pharmaceutical Importers and Wholesalers Association of Ghana (PIWA). He is also a current NEC (National Executive Council) member of Ghana National Chamber of Pharmacy (GNCoP).

The key Strengths of the executive Chairman are:

- Business Strategy Development
- Competitive Marketing Strategies
- Implementation of Marketing Strategies



CEDAR POINT CHEMICALS LIMITED
Pharmaceuticals

- Coaching and Development of Human Capital in the areas of Sales and Marketing
- Brands Development and Brand Evolution
- Effective Sales Management

Mrs. Esther Donkoh (Director)

Mrs. Donkoh is a member of the Board of Directors of Cedar Point Chemist Limited.

She holds a Bsc Business Administration from the University of Ghana, Legon

She holds a diploma in Management. She also holds a certificate in marketing from Future Leaders International which runs programs on Management, Client Relation and Customer care. She has also participated in many international seminars and Trade Fairs. She is presently the Managing Director of KU-X designs and also Cedar Point Credit Telecom Division, which is the accredited Distributor/Dealer of TIGO mobile network for Central Region.

Mr. Kofi Agyei Addo (Director)

Mr. Kofi Agyei Addo is the Managing Director of Atlas Pharmacy and a member of the Board of Directors of Cedar Point Chemist Ltd.

Mr. Addo is a businessman who is presently the Country Representative of KRKA Slovenia, a multinational Pharmaceutical in Ghana. Mr. Agyei is involved in other businesses including being a director of J.M Addo and Sons Limited.

Mr. Tettey Andrew

(Head of Sales & Marketing POM Division,Regulatory Pharmacist)

Mr. Tettey is a Registered Pharmacist and a member of the Marketing Team of Cedar Point Chemist Ltd.

He holds a B.Pharm (Hons) - Pharmacy Degree from Kwame Nkrumah University of Science And Technology. He has undergone Marketing, Stock Control and Management courses as part of the B.Pharm. Programme.

He has successfully participated in various training programmes organized by the Food and Drugs Authority (FDA) Ghana in areas of Good Distribution Practice (GDP), Good storage Practices(GSP), Good Documentation Practices (GDP), Products Registration and Reregistration with the FDA and was awarded certificates.

Has undergone training in Compliance in Medical Marketing and Promotion of Ethical Pharmaceutical Products, Pharmacovigilance and Adverse Event (AE) reporting organized by Roche Products Ghana.Has undergone training in Sales and Marketing.

Has worked with Cedar Point Chemist Limited for over Nine (9) years and worked in various capacities as Warehouse Manager, Medical Representative, Key Accounts Manager and currently the superintendent Pharmacist for the wholesale, Regulatory Pharmacist and the Head of Sales and Marketing for the Prescription Only Medicines (POM) division of Cedar Point Chemist Limited with oversight responsibility on the Medical Representatives promoting Roche Products at Cedar Point Chemist and the Oncology portofolio.

Mr. Kwakye Marfo (Head of Stocks and Warehouse Manager)

Mr. Kwakye Marfo was appointed as the head of Stocks and Warehouse Manager almost three years ago. He has worked in a number of companies where he gathered experiences in inventory management and analyses. He also worked in Nsia Insurance Company and Afwest Company Ltd where he occupied relevant accounting roles.

Mr Marfo is a proud product of Wesley High School and university of Professional Studies, where he majored in Accounting and Finance.

Ms. Emmanuella Owusu (Head of Accounts)

Miss Owusu was appointed as the Senior Accounts Officer on August 9, 2019 and the Head of Accounts for Cedar Point Chemist Limited.

Miss Owusu has worked in a number of roles prior to joining Cedar Point Chemist Limited. Hence, she has diverse experience including marketing, accounting, finance, audit and administration.

She is responsible for the overall delivery of financial controls and maintenance of high standards in finance and regulatory reporting in addition to tax risk management of the company. Miss Owusu has a solid background in accounting, finance and audit. She is a Chartered Certified Accountant of ACCA (Association of Chartered Certified Accountant). She also holds a Bachelors Degree in Commerce from the University of Cape Coast, Ghana.

TOTAL EMPLOYEES – STAFF STRENGTH

Total number of employees in the company is **thirty** (30) .



INTERNATIONAL AFFILIATION

Cedar Point Chemist Limited relationship with International companies can be categorized into two:

1. Medical Marketing and Promotion of Roche Products
2. Agent, Marketing and Distribution of Pharmaceuticals

1. Medical Marketing and Promotion of Roche Products

Hoffman La Roche, a Swiss Multibillion dollar Pharmaceutical Company after reviewing bids from companies for marketing four (4) of its established brands, Rocephin Injection, Dilatrend Tablets, Recormon Injection and Mircera Injection selected Cedar Point Chemist limited as the successful bidder and was contracted to market and promote these products effective July 1, 2016.

Cedar Point Chemist Limited was tasked to promote these products, stock and report on Adverse Events experienced by patients. A marketing team made up four (4) medical representatives and the head of sales and marketing are responsible for promotion of these products at key institutions in all the regions of Ghana.

All the Four Teaching Hospitals in Ghana, Regional Hospitals, Polyclinics, Parastatal / Quasi Government Hospitals, Dialysis Centers, Private Hospitals, Clinics and Pharmacies are Stakeholder Institutions that the team promoting these Roche Products at Cedar Point Chemist Limited deal with.

Already existing relationship with Medical Directors, Consultant Physicians, Pharmacists, Microbiologists, Nurses and Procurement Officers has been very key in this endeavor.

2. Agents, Marketing and Distribution of Pharmaceuticals

Cedar point Chemist Limited is an Agent, Distributor and also promote and market Pharmaceuticals from reputable International Companies such as:

- Health Products Corporation of New York, U.S.A,
- Greater Pharma Ltd, Thailand
- Suretex Ltd., Thailand
- V.S International(India)



- Attempt Ltd (Thailand)
- GLPL (India)
- Osaka Pharmaceuticals Pvt (India)
- Leamark Healthcare Pvt Ltd (India)
- Sydler Remedies Pvt Ltd (India)
- Enicar Pharmaceuticals Pvt Ltd (India)

Company	Products
Health Products Corporation 1060 Nepperhan Avenue Yonkers, New York 10703 – 1432 U.S.A	Zurion Arthrosamine plus Zurion Kids (Funny Chew Chews) Lactalins
Attempt Limited Pvt Thailand	1. Jet 2 Inhaler
Suretex Limited 71 Sap Road, Siphaya Bangkok, Thailand	Assorted Flavoured <i>Pleasure</i> condoms 1. Classic 2. Strawberry 3. Banana 4. Ribbed
Greater Pharama Manufacturing Company Ltd. Nakhon Pathom , Thailand	1. Myseptic Mybacin Mouthwash
V.S International	<u>Oncology</u> <ul style="list-style-type: none"> • Dotaxel Inj 20mg & 80mg (Docetaxel 20/80) • Cytotin 50mg (Cisplatin 1mg/1ml) • Medriamicin 50mg (Doxorubicin 50mg) • Puridox 50 (Epirubicin 50mg) • Platinox 50mg (Oxaliplatin 50mg) • Patvel 100 (Paclitaxel 100mg) <u>Cardiovascular</u> <ul style="list-style-type: none"> • Amcan 5 & 10mg (Amlodipine 5mg & 10mg tabs) • Avstat 10 & 20mg (Atorvastatin 10 & 20mg tabs) <u>Antimicrobials</u> <ul style="list-style-type: none"> • Flucamed tabs (Fluconazole 150mg) • Zibact tabs (Azithromycin 500mg)
GLPL (India) Gujarat Liqui Pharmacaps Pvt. Ltd., Plot No.662-666,GIDC,Waghodia,	• Hemosoft Soft Gel (Carbonyl Iron + Doss + Folic acid caps)

Vadodara – 391760, Gujarat, India. E-mail: gpl@gplindia.co.in	<ul style="list-style-type: none"> • Jet 2 Cold Soft Gel (Cold & cough caps) • Cedarvite softgels (Multivitamin caps)
Osaka Pharmaceuticals Pvt Ltd	<ul style="list-style-type: none"> • Aceca Plus tabs (Diclofenac Potassium + Paracetamol) • Aceca tabs 50mg & 100mg (Diclofenac Potassium 50mg & 100mg) • Wormicel Tabs and Suspension (Albendazole 400mg) • Exceedi caps (Lopreamide 2mg)
Leamark Healthcare Pvt Limited	<ul style="list-style-type: none"> • Jet 2 lozenges (Sore throat and cough)
Sydler Remedies Pvt Ltd	<ul style="list-style-type: none"> • Jet inhaler (Cold and nasal congestion)
Enicar Pharmaceuticals Pvt Ltd	<ul style="list-style-type: none"> • Cedaron Syrup (Iron iii syrup) • Cedarex Syrup (Cyproheptadine + multivitaminsyrup) • Adult Jet 2 suspension (Cold and Cough suspension) • Junior Jet 2 suspension (Cold and Cough suspension)

LOCAL AFFILIATION

Cedar Point Chemist Ltd in collaboration with:

- Atlas Pharmacy Ltd Importers and distributors of Pharmaceutical Products from KRKA Slovenia.
- Ernest Chemist Limited: A major manufacturer and importer of Pharmaceutical products in Ghana
- Osons Chemist limited – Importer and Distributor of Pharmaceuticals
- East Cantonments Pharmacy – Importer and Distributor of Pharmaceuticals
- Worldwide Healthcare – Importer and Distributor of Pharmaceuticals

LEADING PHARMACEUTICAL BRANDS OF CEDAR POINT CHEMIST LTD.

FLAGSHIP BRANDS

1. ZURION

Zurion is one of the leading multivitamin multimineral formula in the country. It is ranked among the top three (3) multivitamins in the Country.

Available in Clinics, Hospitals and Pharmacies



2. JET 2 BRAND (JET 2 INHALER, JET 2 LOZENGES, JET 2 COLD SOFTGELS, ADULT JET 2 SUSPENSION AND JUNIOR JET 2 SUSPENSION)

With a view of providing a complete one stop solution for Coughs, Cold and Sore throats, Cedar Point Chemist limited has introduced its range of exciting, unique formulated and quality Jet 2 Range or Brand of products.



These are the Jet 2 Inhaler, Jet 2 Lozenges, Jet 2 Cold Softgels, Jet 2 Adult Suspension and Jet 2 Junior Suspension.

The leading product in the range, Jet 2 inhaler was introduced in 2007 and is currently the market leader in the 2 in 1 inhaler market. Despite the competitive marketing environment, Cedar Point Chemist Ltd. would continue to market aggressively Jet 2 inhaler to maintain its Leadership position.

Jet 2 Inhaler had a three (3) year marketing contract with Ghanaian versatile super actress Nana Ama McBrown as a brand Ambassador to help in the positioning of the brand amongst its target market.

The relatively new products in the range Jet 2 Lozenges and Jet 2 Cold Softgels were introduced in 2016 and the Jet 2 Adult and Jet 2 Junior Suspension were introduced in 2017. Cedar Point Chemist Limited will continue to build these products so that they become household brands in Ghana.

Currently stocked by Retail and Wholesale Pharmacies across all the regions in Ghana.

3. ARTHROSAMINE PLUS

An excellent Product from Health Products Corporation, U.S.A. It is an advanced nutritional support for joint and muscles. It has a unique combination of Glucosamine and Chondroitin fused with vitamin c and methyl sulphonyl methane (MSM) providing lubrication and therapeutic relief to joints and muscles. Its proven efficacy has led to its acceptance at major orthopaedic centres across the country.

Available in Clinics, Hospitals and Pharmacies nationwide



4. MYSEPTIC MYBACIN MOUTHWASH

A registered mouthwash with the Food and Drugs Authority Ghana, manufactured by Greater Pharma Manufacturing Company Ltd Thailand. This is a top brand Mouthwash offering our consumers six different exciting flavours with some specifically made for children. Currently stocked in most Pharmacies and other Retail and wholesale outlets.



5. ONCOLOGY

Since 2012, in partnership with V.S International and Naprod Life Sciences, Cedar Point Chemist Limited has introduced five different oncology products onto the market. The products are:

- Platinox 50 (Oxaliplatin 50mg)
- Medriamicin 50 (Doxorubicin 50mg)
- Cytotin 50 (Cisplatin 50mg)
- Dotaxel 20/80 (Docetaxel 20/80mg)
- Puridox 50 (Epirubicin 50mg)
- Patvel 100 (Paclitaxel 100mg)

Cedar Point Chemist has plans to increase the range of oncology products in the future

6. CARDIOVASCULAR (AVSTAT AND AMCAN)

This is another area of interest to Cedar Point Chemist Limited and will build a whole range of cardiovascular products. Currently only two (2) products are available; Avstat 10/20 (Atorvastatin 10mg/20mg) and Amcan 5/10 (Amlodipine 5mg/10mg). More products will be registered to increase our market share of the cardiovascular medications/products.

7. ANTIMICROBIALS(FLUCAMED 150MG AND ZIBACT 500MG)

Approval from the Food and Drugs Authority Ghana has been obtained for the importation, marketing and distribution of Zibact 500 Tablets (Azithromycin 500) and Flucamed 150mg tablets (Fluconazole 150mg)



FUTURE BRANDS TO BE LAUNCHED

GENERICS

By the end of the year 2018, the company will introduce some of its range of classes of antibiotics, antimalarials and also increase the range of some of its products. The range of classes of product to be increased are:

- Anticancer Medication
- Nutritional supplements/vitamins and minerals.
- Anti Infectives – Antimalarials and Antibiotics
- Cardiovascular
- Antirheumatic drugs
- Antidiabetic Agents
- Oncology Products
- Medical Devices
- Surgical Devices

OUTLOOK FOR THE FUTURE

As part of Cedar Point Chemist Limited's vision to become a medium sized Pharmaceutical company, there are plans to establish its own manufacturing plant by the year 2020 to enable it produce quality products locally for its cherished Clients and also provide more employment for Ghanaians and contribute to the economic growth of the Country. This is in line with the Government of Ghana current list of Forty Nine (49) medicines prohibited from importation in the year 2020.

FUTURE PARTNERSHIP

Cedar Point Chemist Limited is still evaluating a number of options / companies to decide on to partner in the future for its business.

Our aim is to partner with Multinational Companies that are ISO certified or WHO GMP compliant. Our main Focus are on companies that manufacture / produce:

*Medical devices *Surgical Devices*Branded Pharmaceutical Generics

Branded Generics at competitive prices to enter the Ghanaian market with emphasis on:

- Anti Infectives – Antibiotics and Antimalarials
- Food Supplements/ Vitamins and Minerals
- Antirheumatic drugs
- Antidiabetic Agents
- Oncology Products

It is our hope that by end of the year 2018, we should have finalized arrangements with suitable International Companies.

Cedar Point is also looking for strategic partners in key African countries like Nigeria, South Africa, Kenya, and Sierra Leone to enable us introduce our quality brands into these markets.

MARKETING ACTIVITIES



Cedar Point Chemist limited presently carries its marketing activities in collaboration with third (3rd) parties or advertising agencies to enable it achieve its marketing objectives of the company.

We presently have contracts with:

- ❖ Creative Trends
- ❖ Vision Art – outdoor advertising
- ❖ Yetron Services – Billboards etc

The Company's core competence is marketing and currently operates a very plush marketing budget in order to develop the company's brand.

The high cost of marketing is a key success factor for the future.

CUSTOMER PROFILE

❖ **Pharmacy Wholesalers**

Some of our leading customers are: Ernest Chemist Ltd., Baseline Pharmacy, East Cantonments Pharmacy, Add Pharma, The Mall Pharmacy, Ghana Cooperative Pharmaceuticals, Mikado Pharmacy, Darose Pharmacy, Adepa Pharmacy Ltd., PNT Pharmacy, Unicom Chemist, Adepa Pharmacy, Kekule Pharmacy (Tarkwa) e.t.c.

❖ **Pharmacy Retail Shops**

We supply all retail Pharmacy outlets in Accra, Kumasi, Brong Ahafo, Koforidua, Tamale and Takoradi.

❖ **Clinics**

We supply our products to a number of Clinics. Notable amongst them are Cocoa Clinic Accra, Bob Freeman, Sight for Africa, Port Clinic Tema, Sycamore (Takoradi), Ghapoha Clinic Takoradi, Trust Hospital and Oforikrom Clinic Kumasi, Peace and Love Hospitals Kumasi, Ghana Canada Medical Center Dialysis Center.

❖ **Hospitals**

Some of the hospitals that stock our products are: Korle-bu Teaching Hospital, Cape Coast Teaching Hospital, Tarkwa Government Hospital, Sefwi Wiaso



Government Hospital, 37 Military Hospital, Royal Ash Hospital, Church of Christ Mission Hospital, Focos Orthopaedic Hospital, St. Joseph's Hospital (Koforidua)

❖ **Mothercare and Supermarkets**

We also supply some Mothercares and Supermarkets. Amongst them are: Wilnada Mothercare, Madina Baby Centre, Evergreen Supermarket, So Marts, Mobil Marts, Gentle Step mothercare.

❖ **Dialysis Centers**

We have some dialysis centers as part of our customers notably; Ghana Canada Medical Center Dialysis Center, Cape Coast Teaching Hospital Dialysis Center and Peace & Love Hospital Dialysis Center.



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Jet 2

THE COLD EXPELLER



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Your total 2in1 solution for cough, cold & sore throat

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Retailers • Wholesalers • Importers Of Pharmaceuticals