

# Marchio farmaceutico sudamericano di 20 anni fa





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Questa azienda è presente sul mercato colombiano da 19 anni e possiede le registrazioni INVIMA approvate.

È in corso una seria conversazione per espandere il mercato in Guatemala e in altri 5 paesi dell'America Centrale con un unico grande distributore. Ci sono 289 farmacie affiliate in tutte le principali città della Colombia e in molte città secondarie. Il CRM è molto ben organizzato, con 1397 membri tra medici, farmacie e mercato istituzionale. Ci sono 289 farmacie affiliate in tutte le principali città della Colombia e in molte città secondarie.

Mercato commerciale

- Il 75% delle vendite avviene attraverso i medici
- Il 25% delle vendite è istituzionale

L'azienda acquista gli API, gli eccipienti, le confezioni e i prodotti, e tutto viene realizzato in outsourcing in stabilimenti specializzati in Colombia, approvati dall'INVIMA.

Attualmente sono 32 i prodotti registrati e approvati dall'INVIMA e dalla Sovrintendenza all'Industria e al Commercio. Due nuovi prodotti stanno per essere approvati dall'INVIMA.

L'approvazione da parte dell'INVIMA in Colombia richiede in media 2 anni e 30.000 dollari di investimento.

Questa attività ha 5 prodotti nutrizionali, di cui possediamo il marchio, ma non il registro.

Prodotti

- o Antibiotici
- o Analgesici
- o Antinfiammatorio
- o Antistaminici
- o Cardiovascolare
- o Nutrizionale
- o Gastroenterologia
- o Farmaci per la riduzione dei lipidi
- o Prodotti pediatrici: Antibiotici e nutrizionali.

TARGET PRICE

\$11,500,000

GROSS REVENUE

\$2,000,000

EBITDA

\$450,000

BUSINESS TYPE

Farmaceutico

ESTABLISHED

2002-06-22

SUPPORT & TRAINING

6 mesi

REASON FOR SELLING

La Pensione

COUNTRY

Colombia

BUSINESS ID

L#20210109

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