



KAZAKHSTAN LEADER IN PRODUCTION OF  
MEDICAL DEVICES

# FRANCHISE PROGRAM

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A sure step to the future



# Our goal (vision)

Increasing life expectancy of people  
minimizing number of post-surgery complications by  
creating a culture of widespread use of disposable medical products and  
health prophylactic and improvement products .



Consumer – a central figure in our business, so we regularly work to identify their requirements and wishes, and also strive to predict and satisfy their future needs.

System of effective business processes - a guarantee of providing our customers with high quality products.



# Business concept

Improving **quality** of life and  
**protecting** people's health

through development and introduction of  
innovative and affordable solutions in the  
field of Disposable Medical Products and  
Medicines



# Company development stages

## Key dates

1998:  
Launch of **workshop** on  
gloves  
packaging, packaging and  
sterilization

2001:  
Launch of a workshop for  
complete cycle of activated  
coal tablet production

2015:  
Modernization of production.  
Commissioning of new  
production capacities,  
storage premises

2019-2020:  
2019 -first place among  
importers of Kazakhstan  
(4015 commodity group) by  
indicators: operations  
volume, geography,  
business activity,  
diversification



Continuous improvement of products and processes based on analysis of customer feedback, results of internal audits and information about new technologies, both in products manufacture and in management.

Company management

# Franchise benefits

## Confidence in the future

BRAND KNOWN IN MEDICAL SPHERE  
OF PRODUCTS AND MEDICINES.

## Large assortment

WIDE RANGE OF MEDICAL PRODUCTS, MORE THAN  
400 ITEMS

## Support

WE PROVIDE FRANCHISE EVERYTHING YOU NEED TO  
CREATE A SUCCESSFUL BUSINESS

## Individual approach

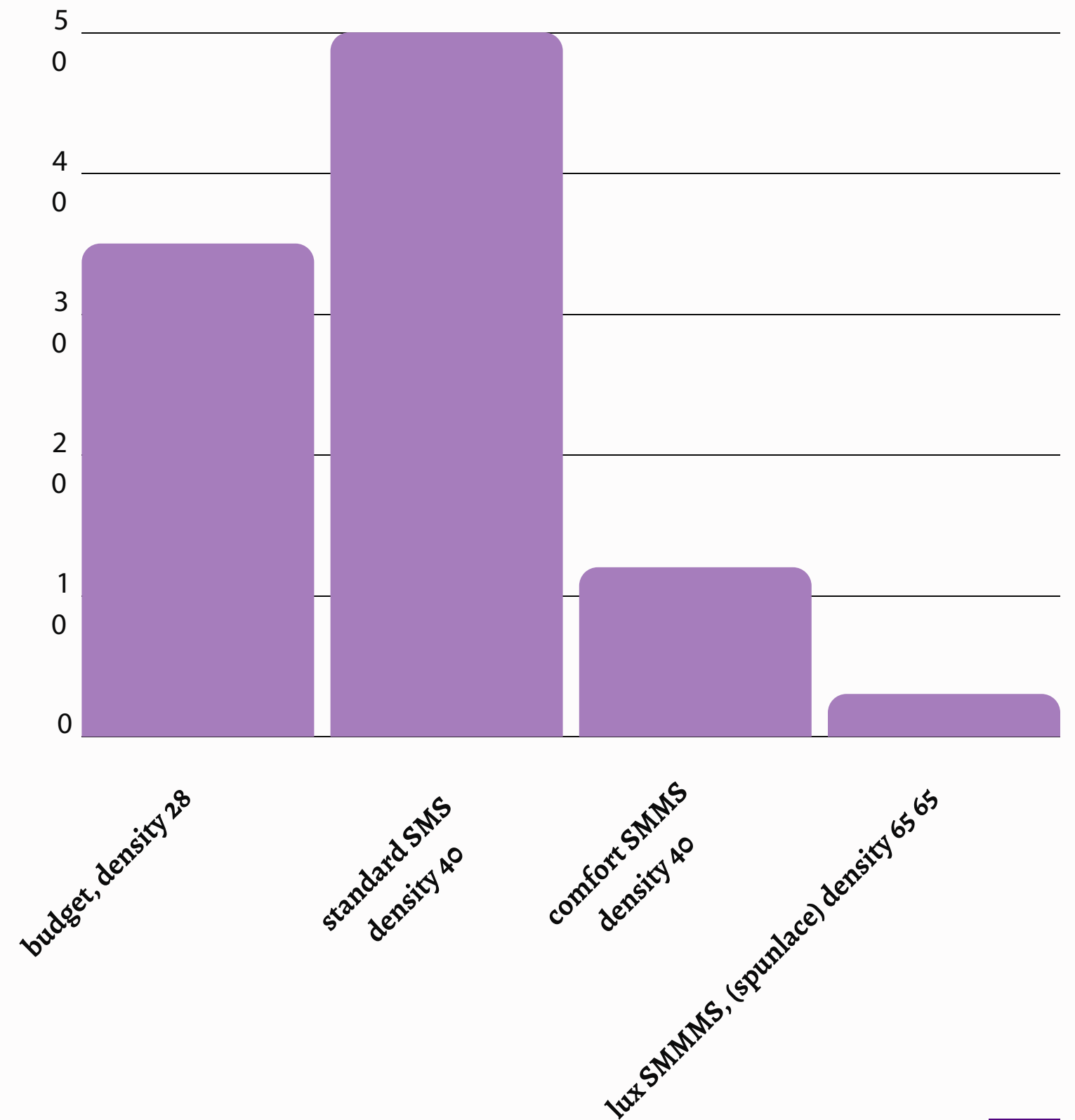
AVAILABLE PERSONAL MANAGER WHO WILL  
SUPERVE YOU AND YOUR BUSINESS



# Products are classified according to type of non-woven material.

Bestseller SMS standard  
(spunbond-meltblown-spunbond),  
density 40

- Safety standards, compliance
- RK registration certificates
- CE certificate at stage of receipt



# Product demand

Most popular product categories



## Gloves

Gloves account for 52% of total sales.



## Masks

Gloves are also in high demand. Sales rates range from 42%.



## Disposable surgery kits

Sales level reaches 25%

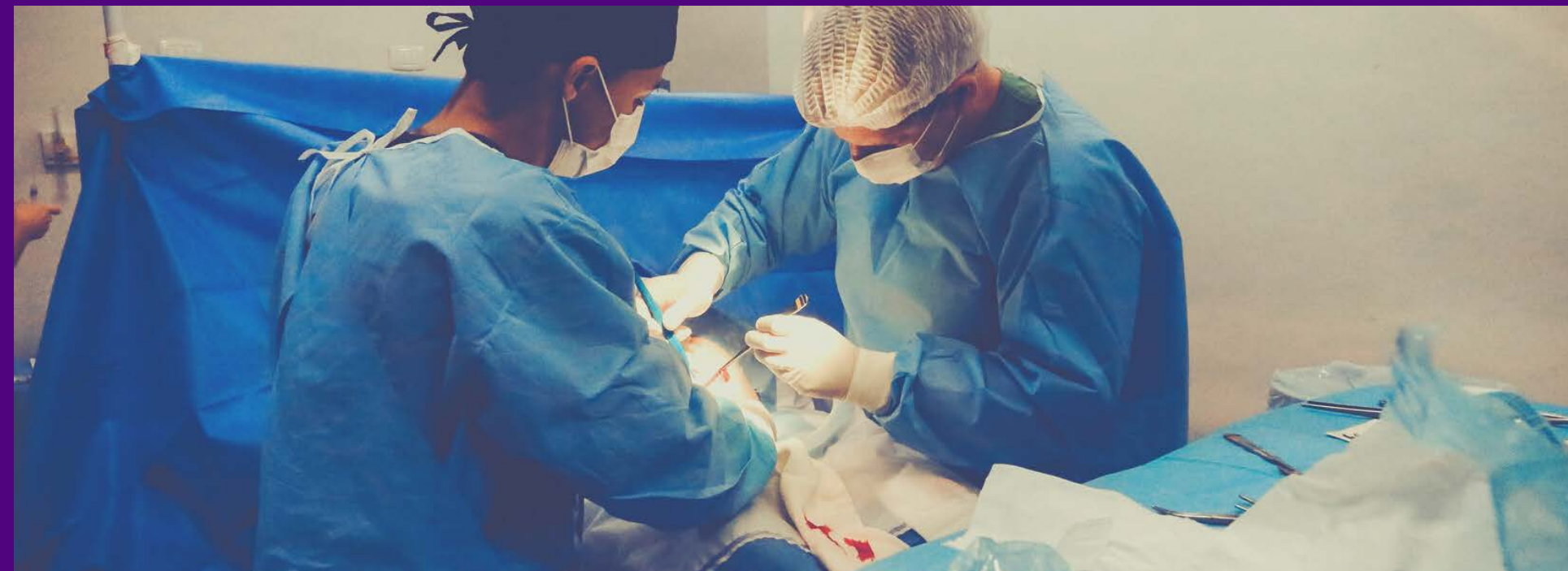




## Disposable operating kits

Interventional cardiology,  
Set for coronary artery bypass  
grafting,  
Interventional neurosurgery,  
Arrhythmology,  
Transplantology,  
General surgery,  
Angiography kits  
Spine surgery kits,  
Ophthalmic kit  
Chest Surgery Kits

Laparotomy kits,  
Laparoscopy kits  
Sets for ENT operations,  
Hip surgery kits,  
Gynecological kits  
Kits in dentistry  
Hemodialysis Kits  
Abdominal Surgery Kits  
Cystoscopy kits



# Promising directions

Expanding the range, expanding the boundaries of development



Medical devices for  
mother and child



Medical devices for  
patients with  
disabilities



Veterinary



Vitamins and  
supplements



# Respirators with high degree of protection are the pride of Kazakhstan!

## Features of masks

- FFP1 filters 72% aerosols in 0.3 micrometer
- FFP2 filters 92% aerosols 0.3 micrometer
- FFP3 reach 99% filtration aerosols 1/3 micrometer



Fish-masks



C-masks



Duck masks



# Content of franchise package

## Business Management Guide

Marketing support, promotional materials,  
financial model of profit

## Customer service standards

Methodological guide with a step by step plan  
building a sales department

## Full information support at all stages of doing business

Permanent on-site consultation  
expert to franchisee



# DOLCE-PHARM FRANCHISE IN PROCESS



FURNITURE, SHOW CASE,  
SHELVES, WORKING SURFACE

From 4 weeks



STARTING A MINI STORE

From 3 months



LAUNCHING of DISTRIBUTION CENTER

From 6 months



RETURN ON INVESTMENT

Mini store from 5 months.

Distribution center from 10 months.



# 3 Mid tenge

Amount of contracts with SK Pharmacy

# Franchisee requirements

- 1 Entrepreneurial experience
- 2 Own working capital
- 3 High motivation for network development
- 4 Compliance with attributes within the Dolce chain with the Dolce-Pharm brand
- 5 Adherence to franchisor's brand guidelines



# Cooperation plan

## Filling out the questionnaire

Within 1 working day, the franchise manager contacts to get acquainted and provide information.

## Discussions

Meeting in Almaty or online. We choose partners and therefore always meet personally.

## Pre-contractual stage

Determination of franchise format.  
Assessment of the economic efficiency of business.  
Determination of pricing policy.

## Conclusion of a contract

Payment of the lump-sum payment, receipt of first instructions, legal issues.



# Geography of current presence

Развитие с 1998-2019 гг

Торговые представительства во всех городах Казахстана



Экспортное присутствие



Прогноз с 2020-2025 гг



- 🏭 Производственная франшиза
- Сбытовая франшиза



# Key financial indicators



Lump-sum  
payment

Distribution center-  
from USD25 000

Mini shop-  
From USD5000



Royalty

1% from sales



Investments

Distribution center-  
From USD 100 000

Mini shop-  
From USD 20 000

# Franchise formats



## Format 1

Investment amount – Euro 91 130  
Premises area - 25 sq.m  
Payback - from 2 years



## Format 2

Investment amount - Euro 128,892  
Premises area - 50 sq.m  
Payback - from 2 years



## Format 3

Investment amount - Euro 199 186  
Premises area - 100 sq.m  
Payback - from 2 years



# Additional format: Vending

Show room – mini oshop- vending

## Format 4



Allows buying masks without queues and sellers



Equipped with NFC module for contactless payment of purchases

# Our team

The basis of all success



Tazhiev Malik

Executive Director Dolce-Pharm



Isaeva Madina

Head of Construction Department



Karimov Alisher

Head of Sales Department



Bazhenova Zaire

Head of department  
quality and certification



Asem Bakkozhanova

Head of Promotion Department



Назаров Талгат

Руководитель департамента закупа,  
логистики, склада



Irismetova Dilnoza

Project manager, PR



# Contact us

We are always open to communication

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