



# Dawa Limited



## MARKET

Dawa produces over 250 different pharmaceutical products for human healthcare needs. In addition to this DAWA has animal health division & animal nutrition division where products sold are supplied by other manufacturing companies. Their name is synonymous with medicine in the African continent.

Dawa's core target audience is hospitals, doctors, chemists, pharmaceutical distributors, and healthcare professionals. Their main objective has always been to produce and provide quality healthcare products at affordable prices.

They have 2% of the market share in Kenya, with a turnover of \$20million in 2016. Dawa is projecting to double its turnover by 2021.

Dawa intends to achieve the above and more, with expansion into new markets and the introduction of new products within the next 5 years.

## ACHIEVEMENTS

### 2015:

- Renovated existing facility with new technologies
- 1<sup>st</sup> company in the region to have Gas Chromatography with Head Space (which enables them to analyse quality pharmaceuticals)

### 2014:

- 1<sup>st</sup> pharmaceutical company in East

& Central Africa to implement SAP ERP

### 2013:

- Constructed a new manufacturing plant for Beta lactams

### 2011:

- 11<sup>th</sup> Overall in Top 100 Midsize companies Award, Kenya

### 2010:

- 1<sup>st</sup> Overall in healthcare Industry in Top 100 Midsize companies Award, Kenya
- 7<sup>th</sup> Overall in Top 100 Midsize companies Award, Kenya
- Winners of best new entrant category (SME) in energy management Award, Kenya
- Winners of best electricity saving category (SME) in energy management Award, Kenya

## HISTORY

In 1974, Dawa Limited was established as Dawa Pharmaceuticals Ltd. From the get-go, it was at the forefront of pharmaceutical manufacturing in East and Central Africa.

Dawa made products under contract for UK's Beecham Pharmaceuticals, which is now known as GSK. In 2004, Dawa was bought by Medisel (K) Ltd. As a strategy to grow and enhance the pharmaceutical industry in the region. It was at that time that the DAWA was re-branded and re-introduced as Dawa Limited.

Dawa Limited has since grown and acquired a significant presence across African continent with commercial operations in 8 countries of Eastern, Central and Western Africa. They are one of the largest





pharmaceutical manufacturers in the region and offer a wide range of human pharmaceuticals. From only 50 employees in 2004, they now have over 550 employees.

## PRODUCT

Dawa, at present has over 250 products that are categorised into the following sections:

- Branded divisions (PRIMA/ULTIMA/MAXIMA)
- Generic division.
- International business division.
- Animal Health division
- Animal Nutrition division
- All products produced follow strict guidelines and are packed using the best technology. Creating a safe, well preserved and visually pleasing products.

## RECENT DEVELOPMENTS

Dawa Ltd., as a company, has constantly evolved and innovated. DAWA Ltd. introduced more than 50 products in last four years and are developing another 100 to launch over the next 4 years.

Dawa has planned to invest \$10million in the building of a new plant and expansion/renovation of the current manufacturing facilities. Both of these projects are done as per WHO-GMP requirements and will match the production capacity as per the market demand.

In 2013, Dawa built their Beta Lactam unit (which makes Penicillin based antibiotics) at a cost of \$3million.

In 2015, they spent \$7million to expand and renovate general manufacturing block, which makes products such as syrups, suspensions, powders, capsules and tablets. Installing a 1300 kg fluid bed processor (FBP), high speed compression machines and blister machines.

## PROMOTION

Pharmaceuticals have very specific target audience that needs to be constantly updated and educated on existing and new products. A strong sales force team, in local and exports markets is imperative. These individuals are the ones who are directly responsible for the promotion of the products to doctors, chemists, hospitals, distributors etc.

These promotional activities don't just include one-on-one meetings but include organising events and participating in healthcare conferences.

Dawa sales representatives use scientific literatures, brochures, and reminders to engage and update their clientele. In addition to that, they use different social media platforms to post healthcare information and keep their stakeholders to engage with the brand.

## BRAND VALUES

Dawa is committed to improve lives of patients

by providing quality & affordable pharmaceutical products. "Quality Health Care Products..." is not just their tag line but the principal that the company is based on.

### Vision

To be the most respected company in marketing and manufacturing of quality pharmaceutical and animal health products in Africa.

### Mission

Grow the business through ethical and superior customer service ensuring greater social responsibility and value creation.

### VALUES

Dawa's company values are the benchmark for their thinking and actions. They are the essence of what ties them together today and tomorrow.

**Teamwork:** We are a strong company with diverse disciplines working together to conquer major challenges. We treat our fellow employees and our customers with trust and respect.

**Positive Attitude and Initiative:** We enjoy our work, and mix a serious commitment and drive to succeed with the ability to celebrate along the way which even leads to healthy self-perception.

**Professionalism:** Our employees are committed to achieve excellence in quality standards.

We believe in reliability, even-handedness and discretion.

**Integrity & Trust:** We generate an atmosphere of esteem, fairness, open and honest communication. Thoughts and actions entail doing the right thing at all times and in all circumstances; whether or not anyone is watching.

**Responsibility:** We do what we say by anticipating and / or resolving critical issues and acting with a strong sense of urgency to implement solutions. Also, our concern for Society & Environment is a sense of responsibility and contribution to society that defines our existence.

**Quality:** In meeting customers' needs, everything we do must be of high quality. We are devoted to ensure quality in all our endeavours and to maintain the highest ethical standards in our business practices.

These values determine our actions in our daily dealing with customers and business partners as well as in our teamwork and our collaboration with each other.

[www.dawalimited.com](http://www.dawalimited.com)



## Things you didn't know about Dawa

- Dawa was Established as Dawa Pharmaceuticals Ltd. in 1974, and was a joint venture between the Kenyan and Yugoslavian governments.
- Dawa is now the largest and fastest growing pharmaceutical company in the region.
- Dawa has more than 550 employees and produces more than 250 products.
- Dawa plans to be present in 33 African countries in the coming 4 years.
- Dawa is the first pharmaceutical company in East and Central Africa to implement SAP ERP.