

Marca farmacéutica sudamericana con 20 años de antigüedad





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Esta empresa tiene 19 años en el mercado colombiano, posee los registros INVIMA aprobados.

Hay una conversación seria para expandir el mercado a Guatemala y 5 países más en América Central con un gran distribuidor. Hay 289 farmacias afiliadas en todas las ciudades principales de Colombia y en muchas ciudades secundarias. El CRM está muy bien organizado, con 1.397 miembros entre médicos, farmacias y mercado institucional.

Mercado Comercial

- 75% de las ventas son a través de médicos
- 25% de las ventas son Institucionales

La empresa compra el API, los excipientes, los empaques y los productos, y todo se hace por tercerización en plantas especializadas en Colombia que están aprobadas por el INVIMA.

Actualmente, existen 32 productos registrados y aprobados por el INVIMA y la Superintendencia de Industria y Comercio. Dos nuevos productos están a punto de ser aprobados por el INVIMA.

La aprobación por parte del INVIMA en Colombia toma un promedio de 2 años y USD \$30.000 de inversión para lograrlo.

Este negocio cuenta con 5 productos nutricionales, de los cuales somos dueños de la marca, pero no del registro.

Productos

- Antibióticos
- Analgésicos
- Antiinflamatorio
- Antihistamínicos
- Cardiovasculares
- Nutricional
- Gastroenterología
- Medicamentos hipolipemiantes
- Productos Pediátricos: Antibióticos y Nutricionales

TARGET PRICE

\$11,500,000

GROSS REVENUE

\$2,000,000

EBITDA

\$450,000

BUSINESS TYPE

Fabricación

ESTABLISHED

2002-06-22

SUPPORT & TRAINING

6 Meses

REASON FOR SELLING

Jubilación

COUNTRY

Colombia

BUSINESS ID

L#20210109

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