



# COMPANY PROFILE



# PROJUKTI ASSOCIATES

[WWW.PROJUKTIASSOCIATES.COM](http://WWW.PROJUKTIASSOCIATES.COM)

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Welcome to our company, where we are dedicated to improving the health and wellbeing of people in Bangladesh by providing access to the latest and most innovative healthcare products and services from around the world. As the CEO of our proprietorship company, I am proud to lead a team of professionals who are passionate about delivering high-quality marketing, sales, and distribution services to our valued clients.

Our focus on excellence and customer satisfaction is reflected in everything we do, from our rigorous selection process for the products and services we offer to our commitment to delivering unparalleled customer service. We understand the importance of having access to the best healthcare solutions, and we are dedicated to providing our clients with the tools and resources they need to achieve optimal health outcomes.

At our company, we believe that everyone deserves access to the best healthcare products and services, regardless of their background or economic status. That's why we are committed to working with international and multinational partners to bring the latest and most effective solutions to our clients in Bangladesh.

We look forward to serving you and helping you achieve your healthcare goals.

**S M Muradduzzaman**

*CEO and Technical Advisor*



## A Brief Story About The Company



# ABOUT US

Projukti Associates is a proprietorship company that specializes in the marketing, sales, and distribution of international/multinational healthcare products and services in Bangladesh. Founded by a group of professionals with 30 years of experience in Health Technology, Projukti Associates was created to focus on individual business areas in IVD products, medical equipment, healthcare IT solutions, and hospital design consultancy. The company has successfully introduced a number of products from different international/multinational companies into the Bangladesh market. The management of the company is market-driven and well-trained, with good professional relationships with key opinion leaders. The marketing and sales teams are focused on individual business areas, while distribution, finance, personnel, and administration are grouped together for cost-effectiveness and efficiency.



# VISION

Our vision at Projukti Associates is to be the leading provider of innovative healthcare solutions in Bangladesh. We strive to improve the health and well-being of people in our country by partnering with top-tier healthcare companies and delivering the latest technology and expertise to meet their needs. Our commitment to excellence in marketing, sales, and distribution ensures that we are at the forefront of transforming the healthcare landscape in Bangladesh.



# MISSION

Our mission at Projukti Associates is to provide access to innovative healthcare solutions that improve the quality of life for people in Bangladesh. We achieve this by partnering with top-tier healthcare companies and leveraging our expertise in marketing, sales, and distribution to bring cutting-edge products and services to our customers. Our commitment to integrity, excellence, and customer satisfaction ensures that we deliver value to all our stakeholders, including healthcare providers, patients, and partners. By fostering a culture of continuous learning and improvement, we aim to be the preferred partner for healthcare companies seeking to enter or expand their presence in the Bangladesh market





# STRENGTH

Projukti Associates' strength lies in our ability to provide innovative healthcare solutions that address the unique needs of the Bangladesh market. We have a deep understanding of the local healthcare ecosystem and are well-positioned to partner with leading healthcare companies to deliver cutting-edge products and services that enhance access, quality, and affordability. Our team of experienced professionals brings a wealth of expertise in marketing, sales, and distribution, enabling us to successfully navigate the complex regulatory landscape and reach our customers effectively. We are committed to building lasting relationships with our partners and stakeholders, and our unwavering focus on integrity, excellence, and customer satisfaction sets us apart as a trusted partner in the healthcare industry.

# PRODUCT PORTFOLIO

**Medical devices:** We offer a range of cutting-edge patient monitoring systems, critical care management, etc., including diagnostic equipment, imaging systems, and patient monitoring solutions, to healthcare providers across Bangladesh.

**Medical supplies:** We provide a comprehensive range of medical supplies, including consumables, disposables, and surgical instruments, to meet the needs of healthcare facilities across Bangladesh.

**Hospital design consultancy:** We offer hospital design consultancy services that are tailored to meet the unique needs and requirements of our clients. With over 30 years of relevant experience, we stand ready to play a critical supporting role in all phases including architectural design, ensuring a pleasant clinical environment, space utilization as per health regulations, etc. We work collaboratively with all stakeholders to deliver high-quality services that enhance patient care and improve quality of life



# OUR CLIENTS

Projukti Associates is a healthcare company in Bangladesh that specializes in the marketing, sales, and distribution of international/multinational healthcare products and services. The company has successfully established partnerships with several leading healthcare institutions in Bangladesh, including Medinova Medical Services, Delta Medical College, Ahsania Mission Cancer Hospital, Bangladesh Specialized Hospital, Dhaka Medical College Hospital, BSMMU, Rajshahi Medical College Hospital, and Rangpur Medical College Hospital. These partnerships reflect the company's commitment to providing high-quality products and services that meet the unique needs of the healthcare industry in Bangladesh. Projukti Associates works closely with its clients to understand their specific requirements and deliver customized solutions that improve patient outcomes and enhance operational efficiency. With its strong relationships and expertise in the healthcare industry, Projukti Associates is well-positioned to expand its client base and continue to provide innovative solutions to meet the evolving needs of the healthcare market in Bangladesh.





# MARKET SIZE

Projukti Associates is a healthcare company that operates in Bangladesh, specializing in the marketing, sales, and distribution of international/multinational healthcare products and services. With a population of over 160 million people, Bangladesh presents a substantial market opportunity for healthcare companies. The healthcare sector in Bangladesh is growing, with increasing demand for high-quality products and services. According to a report by ResearchAndMarkets, the healthcare market in Bangladesh is expected to grow at a compound annual growth rate (CAGR) of 13.3% from 2020 to 2025. The private healthcare sector, which comprises private diagnostic centers and hospitals, represents a significant portion of the market. The government medical colleges and hospitals also offer a sizeable opportunity for healthcare companies like Projukti Associates. With its extensive experience and expertise in the healthcare industry, Projukti Associates is well-positioned to capitalize on this market opportunity and establish a significant presence in the healthcare market of Bangladesh.



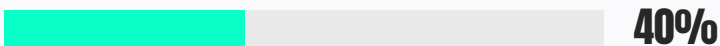


# MARKET TARGETING

## DIAGNOSTIC CENTER AND HOSPITAL (PRIVATE)



## MEDICAL COLLEGE AND HOSPITAL (GOVT.)



Our business targets private diagnostic centers and hospitals, comprising 60% of our market, as well as government medical colleges and hospitals, comprising the remaining 40%. We aim to provide high-quality products and services that meet the unique needs of both segments of the healthcare industry, with a focus on delivering reliable, efficient, and cost-effective solutions. Our goal is to establish long-term partnerships with our clients, helping them to improve patient outcomes and enhance their overall operational efficiency.





# MARKET VALIDATION

Projukti Associates' market validation is evidenced by our track record of successfully introducing and marketing international healthcare products and services in Bangladesh. Our deep understanding of the local healthcare ecosystem, combined with our extensive network of relationships with healthcare providers and key decision-makers, enables us to identify and capitalize on market opportunities. We have a proven ability to navigate the complex regulatory environment in Bangladesh and to effectively manage the distribution and sales of healthcare products and services. Our customer-centric approach ensures that we deliver value to all our stakeholders, resulting in strong partnerships with leading healthcare companies around the world. Our commitment to innovation and excellence has earned us a reputation as a trusted partner and a leading player in the healthcare industry in Bangladesh.





# DEPARTMENTS

- **Accounts & Finance**
- **Central Product Management (Marketing)**
- **Human Resources & Admin**
- **Supply Chain Management & Purchase**
- **Sales & Product Promotion**
- **Store & Logistic**
- **Engineering**



# MANPOWER



Name of Department	Number of Employee
Accounts & Finance	02
Central Product Management	02
Human Recourses & Admin	02
Supply Chain Management & purchase	02
Sales & Product Promotion	15
Store & Logistic	03
Engineering	12



# THANK YOU

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