# 88<sup>th</sup> Marketing Club 14th Riyadh 50<sup>th</sup> Business Club Surgical Beauty Marketing Filler, Botox, Threads, implants

Tuesday 25-4-2023 BPM EGY 9PM KSA 10PM UAE

FOUNDER & HOST

**Dr.Mahmoud Bahgat** 



ZAL. RAN DA ) MĘ BẦU

INSTRUCTOR

DR. Ghofran CEO & Medical R&D Consultant



## AESTHETIC BEAUTY MARKET







1. WHAT IS AESTHETIC ?

2. MARKET STAKEHOLDERS (Business Cycle)

**3. MARKET SIZE & SEGMENTATION** 

**4. AESTHETIC MARKET CATEGORIES** 

5. ENTRY BARRIERS (FIVE FORCES SUMMARY)

6. AESTHETIC MARKET MAIN PLAYERS





7. Q & A



#### COSMETIC

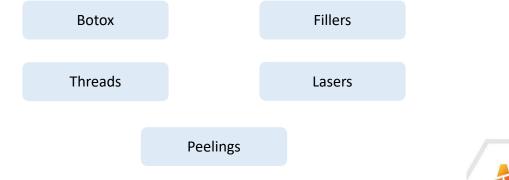






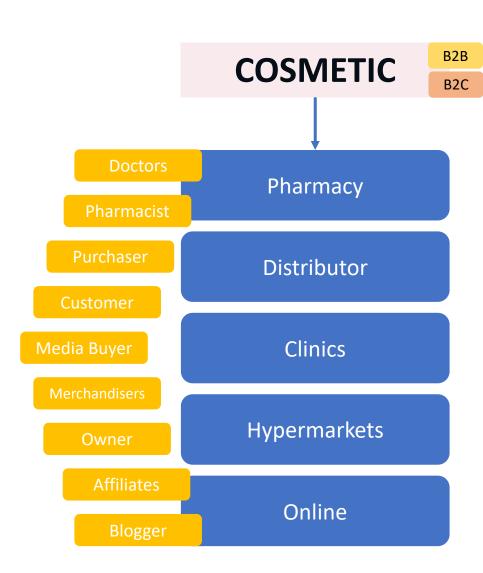


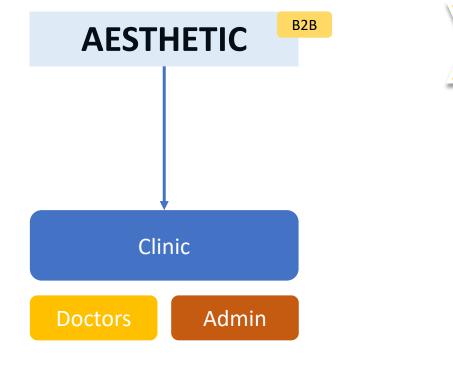






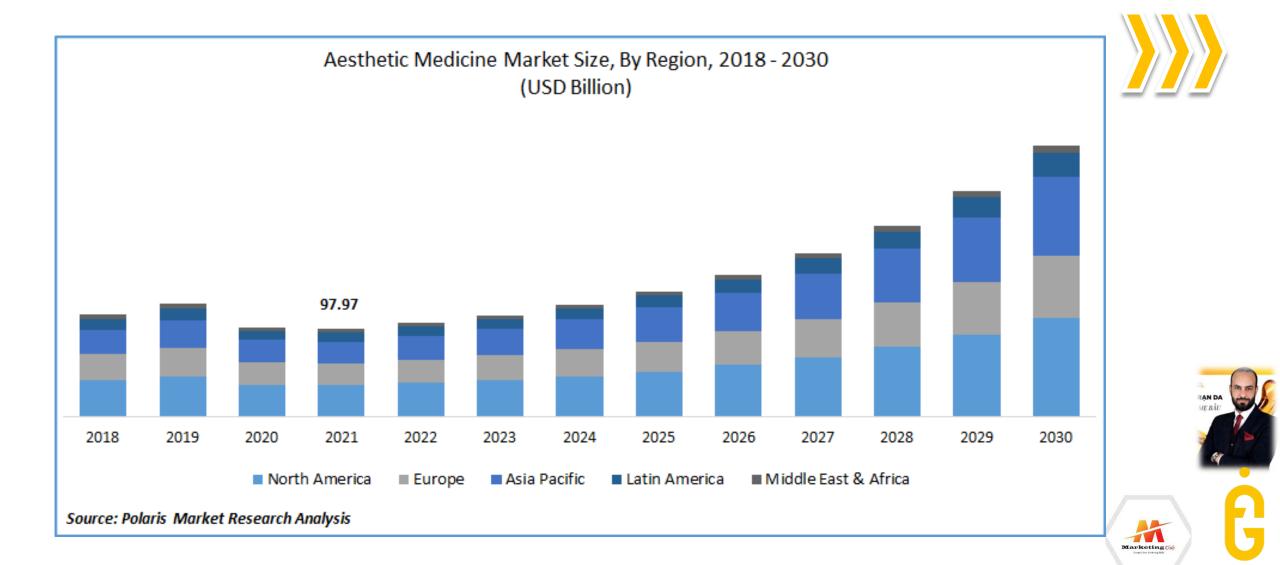
#### **BUSINESS STAKEHOLDERS**



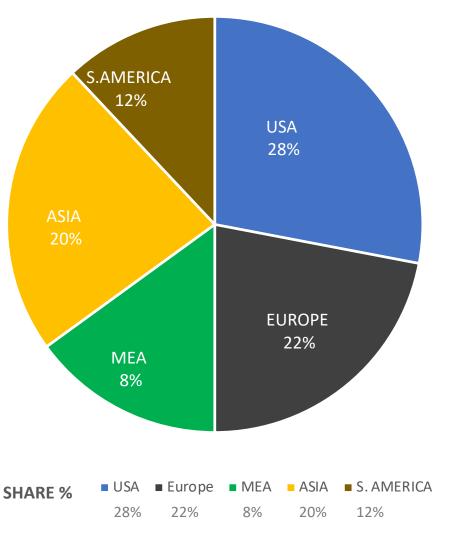




#### **AESTHETIC**



### **AESTHETIC**





#### **MAIN TARGET MARKETS:**

1- Biggest market and main objective for expansion is the USA market with almost 30% of the world market and only few player.

2- Brazil present 50% of South American Market with 6% of the world market size, also with very few players.

3- Iran is also a huge market with un official numbers, and also few players.



No Data included for Iran, China, Australia.





## DRUG







# MD CLASS III







# MD CLASS III







# MD CLASS I –II-III



#### PEELINGS





# MD CLASS I



### FIVE FORCES MARKET ENTRY BARRIER

#### **ASSESSING MARKET PROFIT POTENTIAL**

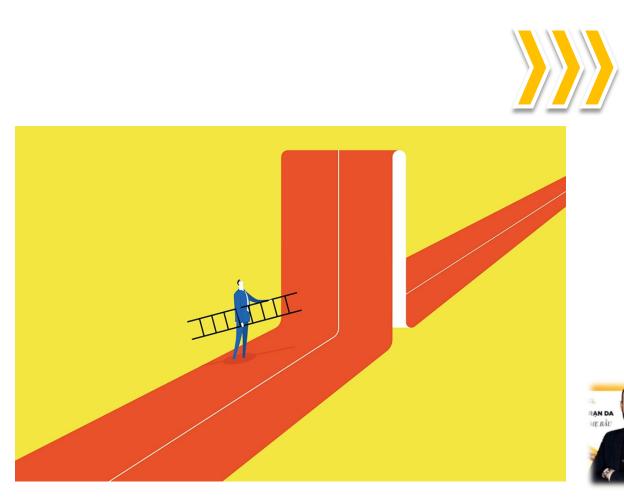
1- Threat of new entrant

2- Threat of substitutes

3- Threat of rivalry

4- Bargaining power of suppliers

5- Bargaining power of buyers





### Threat Of New Entrants

•Economies of scale of established vendors

•Product or service differentiation

•Capital requirements

1

Access to distribution channels

Regulatory Affairs

#### Five Forces Summary- Comparison Between 2022-2027

# Low Medium High Threat of New Entrant

#### **Threat of new entrants:**

This refers to the threat of new competitors entering the market. If it's easy for new companies to enter the market, ... it reduces the profit potential. Difficult markets for new entrants , ... improve profit potential.





Threat of Subtitutes

2022 2027

#### **Bargaining power of suppliers:**

Differentiation of substitutes

This refers to the influence that too many similar products have on the market. Powerful buyers with easy substitutes, ... can demand lower prices and reduce profit margins.



### **3** Threat Of Rivalry

•Number of vendors

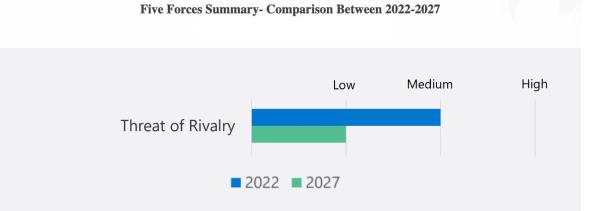
•Parity across vendors in terms of size and power

•Industry growth stage

•Product or service differentiation

•Overcapacity and price reduction

•Exit barriers



#### **Rivalry among existing firms:**

The intensity of competition between companies within an industry. Highly competitive markets, with many competitors, ... reduce profit potential.

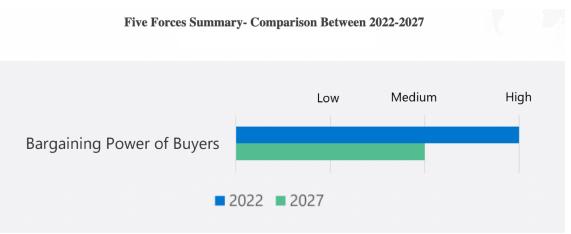


### **4** Bargaining Power Of Buyers

- •Product or service differentiation
- •Purchase volumes of buyers
- •Criticality of the product or service for buyers
- •Availability of substitute products or services
- •Buyers' ability to switch to a substitute product or service
- •Threat of backward integration by buyers



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#### **Bargaining power of buyers:**

If there are fewer **buyers (your customers)**, or if some buy in large volumes,... they have more power to negotiate lower prices, ... This will reduce the profit potential of the market.

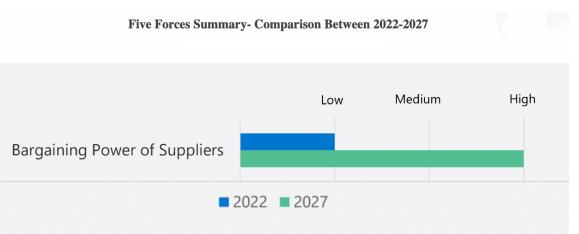


#### **Bargaining Power Of Suppliers**

- •Number of suppliers that offer the product or service
- •Product or service differentiation
- •Vendors' ability to switch to a substitute product or service
- •Impact of product or service quality on the output of vendors
- •Threat of forward integration by suppliers
- •Supplier dependency on industry



Tarketin



#### Bargaining power of suppliers:

This refers to the influence that **your suppliers (Manufacturers)** have on the market. If there are fewer suppliers or if they are able to easily raise prices, ... it reduces the profit potential of the market.

#### **AESTHETIC MARKET MAIN PLAYERS**







## About

# Ghofran



A business pioneer, investor, researcher, inventor, international speaker, and marketer, with +15 years of experience in different fields, and business studies in top universities, like the AUC, university of California and Harvard Business School.

Ghofran has always formed his own unique vision and perspective. That's why he is the founder and the driving force behind six separate successful companies. Ghofran is also a trusted business development consultant to several multinational companies around the world.

Ghofran is passionate about changing industries by inventing out of the box solutions that add real value to the world. If you eager to change your industry, lets connect.







) In F () DrGhofranOfficial

#### ACADEMIC EDUCATION

A trusted Business Consultant to many multinational Companies around the world. I gained my expertise & excellence from practical market experience and as well as from top universities studying business at the AUC, California and Harvard Universities.





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/DrGhofranOfficial



1- XPERTS MED	2- XLINE GLOBAL	3- EXCELLENCE PHARM	
X PERTS MEDICAL	• LINË		
<ul> <li>XPERTS MED is a regional leading supplier of Aesthetic Medical Devices, and Cosmeceutical Products.</li> <li>Our portfolio contains,</li> <li>Fillers</li> <li>Threads</li> <li>Skin Boosters</li> <li>Lipolysis</li> </ul>	<ul> <li>Xline is a global brad of the most state of the art thread lifting,</li> <li>Our portfolio, <ul> <li>Xline PDO Threads.</li> <li>Xline PLACL Threads.</li> </ul> </li> <li>We distribute to more than 30 countries.</li> </ul>	<ul> <li>EXCELLENCE PHARM is Egyptian Manufacturer of Pharmaceutical Life Saving human drugs, Food Supplements, and strong Veterinary Medicines.</li> <li>Our portfolio, <ul> <li>Human Anti-viral.</li> <li>Human Anti-cancers.</li> <li>Human Anesthetics.</li> </ul> </li> </ul>	
- Growth Factors We distribute to: EGY-KSA-UAE-KWT Saudi Arabia Egypt UAE Kuwait		<text></text>	RAN DA ME RÀU Secting Club

#### **XCELENS ACADEMY**



To communicate efficiently our main mission; **Knowledge Transfer**, we launched **XCELENS Academy** in partnership with the AACME (American Association of Continuous Medical Education.





We take our responsibility towards improving doctors and nurses lives through upgrading their knowledge and expertise very seriously. We are passionate about our vision to reflect and elevate the quality of life of the whole society.





Marketing

#### **5- XPERTS SOLUTIONS**



**XPERTS SOLUTIONS** is Digital Transformation Firm, aim at helping digitize the healthcare sector in the MEA Region, by developing high tech software integrated solutions to connect and transform the industry.

Our portfolio,

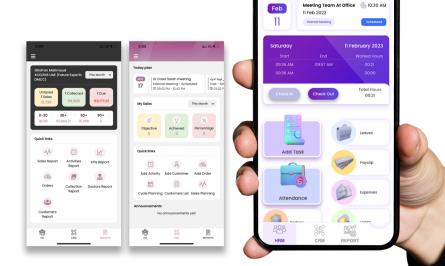
- MedClub app for Doctors and Nurses.
- Med-L for pharma and medical manufacturer.
- Field Force-CRM.

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#### Transform | improve | Empower

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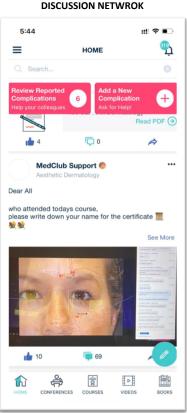


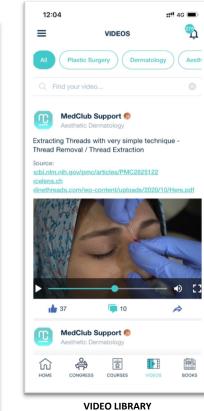
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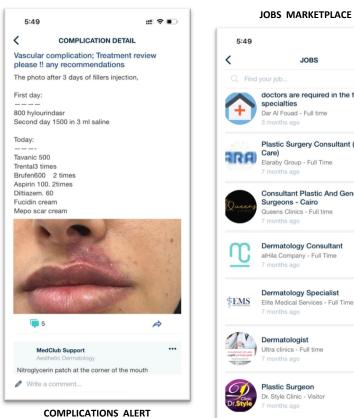
What's Up Today?

# C MedClub

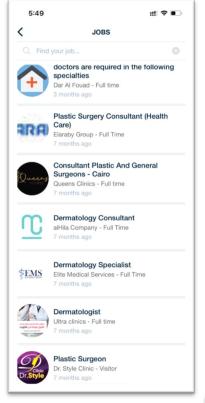




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#### **AESTHETIC MARKET MAIN PLAYERS**







#### **CONTACT:**

Riyadh, KSA Dubai, UAE Cairo, EGY

+966 546 547 444
+971 566 94 5001
+20 101 898 1114

Ghofran@xperts.solutions





