

Club # 4



Dr. Mahmoud Bahgat
Club Founder & Host



Launch Your Healthcare E-Commerce
أطلق تجارتك الإلكترونية في المجال الصحي

Monday 15th September 2025

Online zoom
10pm KSA Egy - 11pm UAE



Instructor
Dr. Mohamed Al Gazzar
E-commerce Expert

Launch Your Healthcare E-Commerce



E-commerce is revolutionizing healthcare by making it more accessible and convenient. Patients can now easily access online pharmacies, purchase medical supplies, and schedule telehealth appointments from home. This digital shift not only streamlines healthcare operations but also empowers consumers with more choices and transparent pricing, ultimately improving patient care and engagement.

Discover how to launch and scale your health & beauty brand in the thriving Saudi e-commerce market.

This webinar provides a strategic roadmap for Healthcare Brands and Businesses, with actionable insights from industry expert.



- **Business Consultant & Marketplace Builder**
- **Launched businesses and products worldwide**
- **Expert in healthcare, wellness, and e-commerce**
- **Hands-on, innovative, and results-driven**

Gazzar's approach is practical and non-canned, focusing on solving real-world business challenges and building sustainable success stories.



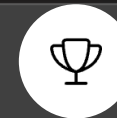
Experienced Launchers

Successfully launched online several businesses from scratch, managing tens of thousands of SKUs and navigating all terrains.



Proven Results

Hundreds of millions in sales generated, with a focus on sustainable growth and innovative, tailored solutions for every business challenge.



Speciality Subsidiary

Our dedicated Healthcare Grind team specializes in the health and wellness sector, ensuring compliance and market success for every client.



Sales vs Marketing

Time

Quality

Money

What is your previous experience?

What Are you Selling?

Product

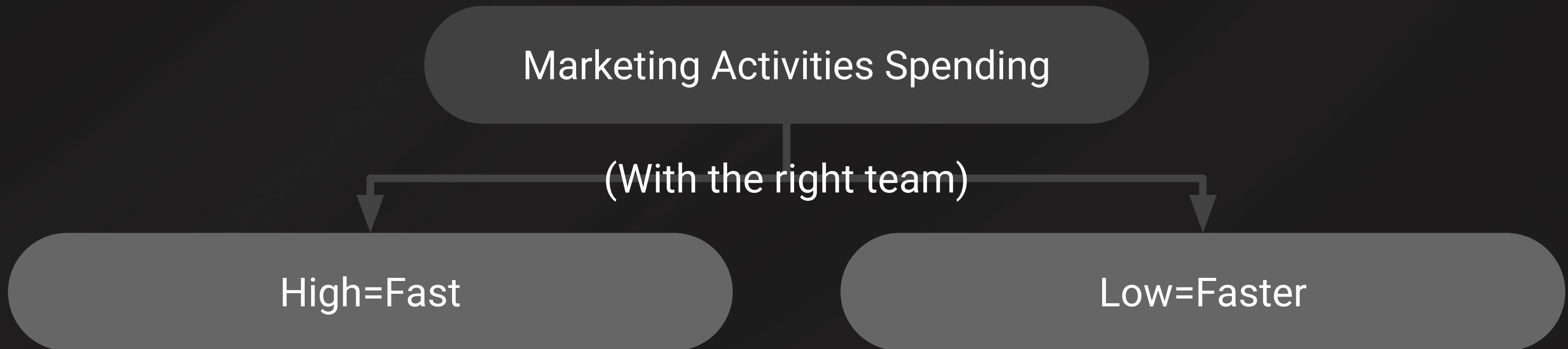
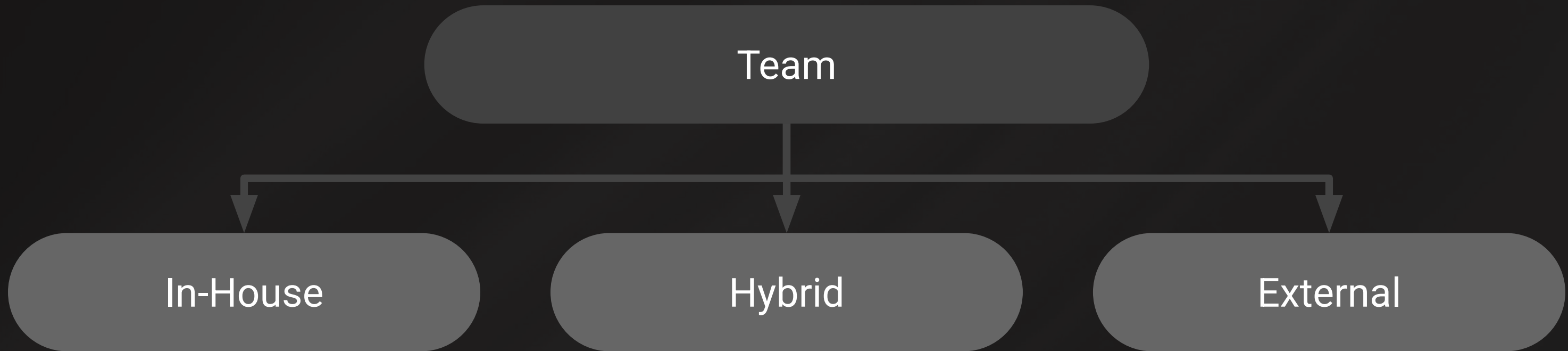
Service

Do you directly own/ provide them?

Yes

No

What is your budget?



Pharmaceuticals

Medical Devices

Nutrition
Nutraceuticals

Cosmeceuticals
Cosmetics

Telehealth

Personal Care

Wellness Accessories
(Devices)

Personal Care Accessories

Pharmacy

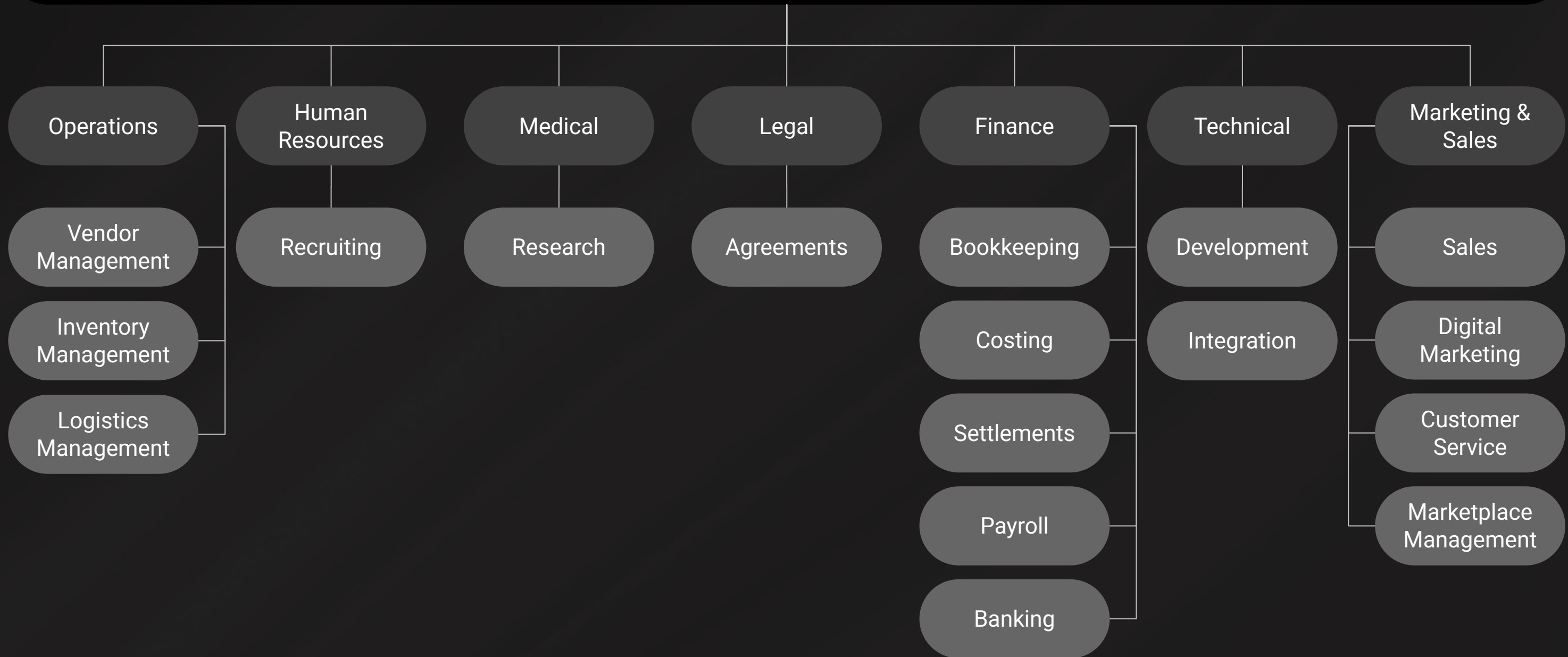
Interesting Markt Data

- Saudi Arabia Beauty & Personal Care (BPC) 25.56% of Middle East and Africa (MEA) in 2024, USD13.4B 2030 - CAGR of 9.8%. Aggregate USD4.6B 2024 USD6.4B 2033 - CAGR 3.7%
- Skincare market 310.37 million USD in 2022, 412.72 million USD by 2030.
- Growth is driven by increasing consumer awareness of skin health and the demand for premium and organic products.
- Price segmentation shows a preference for accessible products, mass tier a 57.76% 2024.
- Premium & Luxury CAGR of 7.32% through 2030. Premium cosmetics 7.83% CAGR.
- Ingredients, conventional and synthetic formulations 73.15% 2024. However. Natural and organic CAGR 7.65% through 2030

Metric	Value	Details
Market Size (2024)	US\$277 million	This is specifically for the Health Care eCommerce Market.
Digital Health Market Size (2024)	USD 3.2 billion or USD 2.50 billion	This includes a broader scope than just e-commerce, such as telemedicine and health IT.
E-pharmacy Market Size (2024)	USD 969.3 million	A specific segment of the digital health market.
E-health Market Size (2024)	USD 1.31 billion	The e-health market is expected to reach USD 5.03 billion by 2033.
Growth Forecast (2025)	5-10% eCommerce market growth	A projection for the Saudi Arabian Health Care eCommerce Market.
Compound Annual Growth Rate (CAGR) (2025-2031)	21.3% for the Digital Health Market	The market is projected to reach USD 13.3 billion by 2031.

Metric	Value	Details
Compound Annual Growth Rate (CAGR) (2025-2033)	23.81% for the Digital Health Market	Projected to reach USD 16.94 billion by 2033.
Compound Annual Growth Rate (CAGR) (2025-2033)	12.1% for the E-pharmacy Market	The market is expected to reach USD 3,037.5 million by 2033.
Largest E-commerce Product Category	Pharmaceuticals (43% of total revenue)	This is the largest category in the Health Care eCommerce Market.
Largest E-health Segment by Type	Tele-healthcare (44.98% revenue share in 2024)	This segment is also anticipated to be the fastest-growing.
Average Online Order Value	USD 52.479 for Health: Pharmacy (January 2024)	The average online order value for the health and pharmacy segment.
Largest Online Retailer	Nahdionline.com (US\$206 million in 2024)	The largest eCommerce retailer in the Saudi Arabian Healthcare eCommerce Market.

Management



Management

- Business Strategy
- Business Plan
- Business Model
- Organizational Chart
- Communication Plan

Top Categories	Business Strategy	Business Plan	Business Model
Purpose	Outlines the long-term vision and direction of the organization.	Serves as a roadmap for achieving short-term and medium-term goals.	Explains the fundamental logic of how the business operates and generates revenue.
Focus	Identifies the overarching goals, target markets, competitive advantages, and high-level tactics for achieving success.	Breaks down the strategy into actionable plans, including marketing strategies, operational plans, financial projections, and resource allocation.	Considers key components like customer segments, value propositions, revenue streams, and cost structure.
Timeframe	Long-term and may cover a period of several years or even decades.	Outlines the long-term vision and direction of the organization.	Remains relatively stable over time.
Components	Market analysis, competitive analysis, value proposition, differentiation strategy, and strategic goals.	Executive summary, company description, market analysis, marketing plan, operational plan, financial projections, and implementation timeline.	Customer segments, value proposition, channels, revenue streams, key resources, essential activities, main partnerships, customer relationships, and cost structure.
Flexibility	Easily adapt to changing market conditions.	More detailed, specific, and less flexible.	Allows for flexibility for the business to evolve and adapt to market shifts.
Examples	A retail firm may have a business strategy to become the market leader in its industry by offering high-quality products at competitive prices through both physical and online stores.	A retail firm business plan may detail the steps for expanding its online presence, launching new marketing campaigns, and opening additional physical stores over the next three years.	A software-as-a-service (SaaS) business model involves offering a software solution to a specific customer segment on a subscription basis, delivering value through continuous updates and customer support.

The Business Model Canvas

Designed for:

Designed by:

On: dd/mm/yyyy

Iteration #

Key Partners Who are our Key Partners? Who are our key suppliers? Which Key Resources are we acquiring from partners? Which Key Activities do partners perform?	Key Activities What Key Activities do our Value Propositions require? Our Distribution Channels? Customer Relationships? Revenue streams?	Value Propositions What value do we deliver to the customer? Which one of our customer's problems are we helping to solve? What bundles of products and services are we offering to each Customer Segment? Which customer needs are we satisfying?	Customer Relationships What type of relationship does each of our Customer Segments expect us to establish and maintain with them? Which ones have we established? How are they integrated with the rest of our business model? How costly are they?	Customer Segments For whom are we creating value? Who are our most important customers?
	Key Resources What Key Resources do our Value Propositions require? Our Distribution Channels? Customer Relationships? Revenue Streams?		Channels Through which Channels do our Customer Segments want to be reached? How are we reaching them now? How are our Channels integrated? Which ones work best? Which ones are most cost-efficient? How are we integrating them with customer routines?	
Cost Structure What are the most important costs inherent in our business model? Which Key Resources are most expensive? Which Key Activities are most expensive?			Revenue Streams For what value are our customers really willing to pay? For what do they currently pay? How are they currently paying? How would they prefer to pay? How much does each Revenue Stream contribute to overall revenues?	

Legal & Regulatory

- Business Foundation Agreement
- Business Commercial Registration
- Business Bank Account
- Business VAT Registration
- Business Activities
- E-Commerce Certificate
- SFDA Product Registration
- Maroof Platform
- Key Performance Indicators "KPIs"

Legal & Regulatory: Building on a Solid Foundation



Vision Alignment

Our brand is built to align with **Saudi Vision 2030** and the Health Sector Transformation Program, ensuring long-term growth and compliance.



Halal Certification

Adhering to strict halal certification is a competitive advantage, not a hurdle, and a core part of our brand identity.



Regulatory Framework

Robust government initiatives create a comprehensive, integrated healthcare ecosystem and regulatory environment for health products.

Finance

- Launchpad Fund
- Financial Model
- Business Bank Account
- Payment Methods (Gateways, Cash-on-Delivery (COD), Buy Now-Pay Later (BNPL))
- Business VAT Registration
- Tax Filing
- Accounts Settlement
- Key Performance Indicators "KPIs"

Technical

- SaaS Selection
 - E-Commerce Platform
 - Customer Service Tools
 - Integrations
 - Automation
- Key Performance Indicators "KPIs"

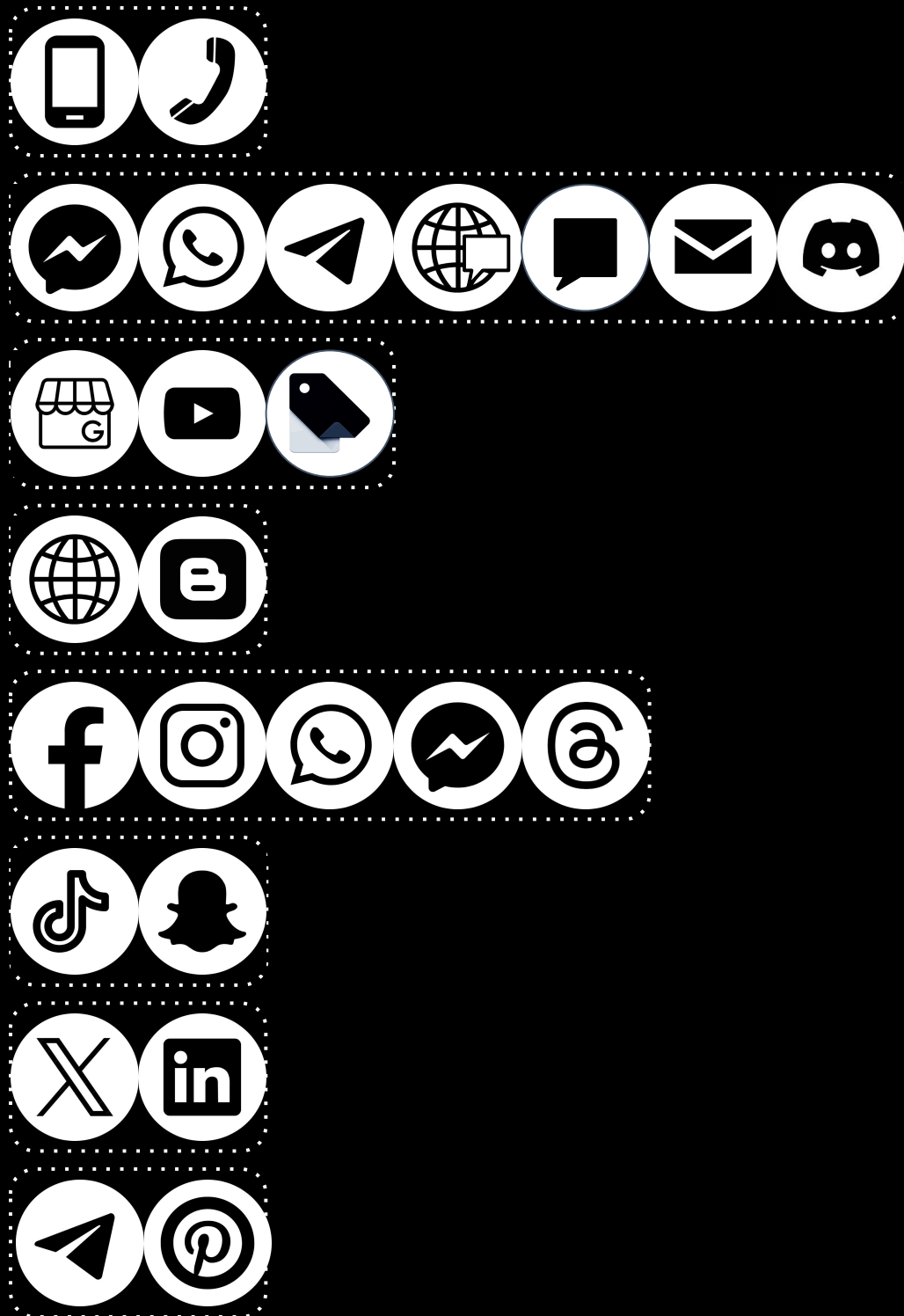


E-Commerce SaaS Platform

- Selection
- Onboarding
- Setup
- Readiness
- Update
- Key Performance Indicators "KPIs"

Marketing & Sales

- **Marketing Strategy & Plan**
 - Market Selection
 - Target Audience
- **Market Research**
 - Opportunity
 - Competition
- **Channels**
 - Name & Handle
 - Reservation
 - Setup
 - Optimization
 - Operation
- Key Performance Indicators "KPIs"



Calling

Texting

Google Suite

Own Arena

Meta Suite

New Social

Official

Uprising



Channels

Marketing & Sales

Content

Copywriting

- Product Copywriting
- Manuals
- Blog Articles
- Frequently Asked Questions (FAQs)
- Posts (Promotions, etc)
- Replies (Bot, Quick)
- Newsletter
- Scripts
- Announcements
- Keyword Research and SEO
- Glossary
- Key Performance Indicators "KPIs"



Marketing & Sales

Content

Art (Creative / Design)

- **2D**
 - Logo & Identity & Profiles
 - Product & Manuals
 - Banners
 - Posts
 - Printables
- **Videos**
 - Editing
 - Motion Graphics
 - Online Events
 - Videography
- Key Performance Indicators "KPIs"

Marketing & Sales

Customer Service

- **Moderation**
 - Social Media
 - Reviews
 - Tickets
 - Engagement
- **Promotion**
 - Offers
 - Greetings
- Key Performance Indicators "KPIs"

Operations

- Vendor Relationship
- Procurement
- Inventory
 - Initial
 - Seasonal
- Logistics
 - Fulfillment
 - Warehousing
 - Processing
 - Packing
 - Shipping
 - Lastmile
- Key Performance Indicators "KPIs"

Vendors

- **SaaS**

- E-Commerce
- ERP/ CRM
- Digital Marketing Tools

- **Payment Processors**

- Gateways
- Buy Now Pay Later (BNPL)
- Banks

- **Professional**

- Product Registration
- Accounting
- Legal Consultation

- **Partnerships**

- Influencers
- User-Generated Content (UGC)
- Public Relations

- **Product Vendors**

- Final Products
- Raw Materials
- Packaging

- **Third Party Logistics (3PL)**

- Warehousing
- Fulfillment
- Shipping

Marketplaces

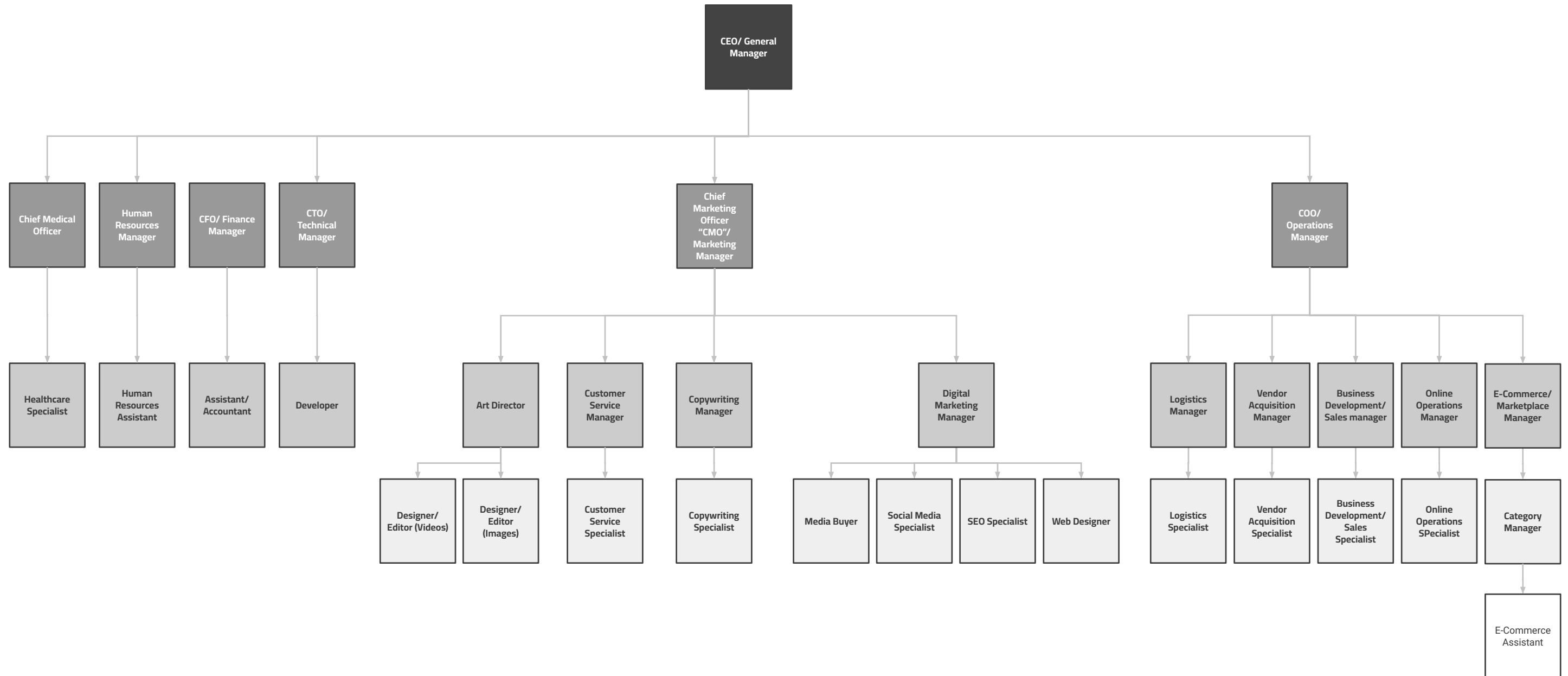


- Reviews
- Commission
- Fulfillment
- Integration

Human Resources

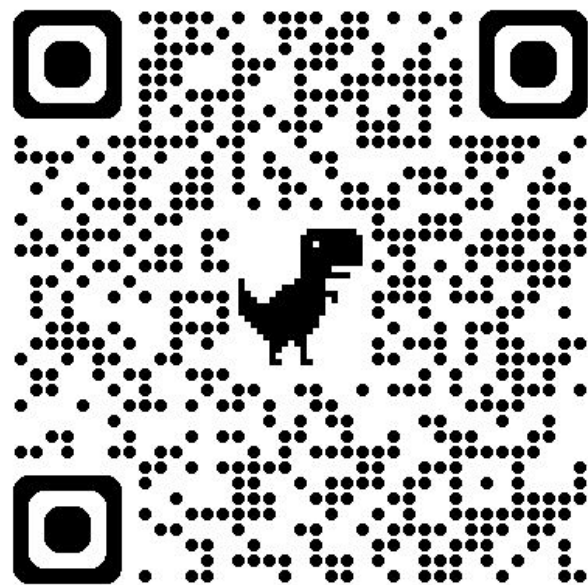
- Organizational Chart
- Jobs
 - Descriptions
 - Offers
 - Agreements
- Assessment Process
- Key Performance Indicators
"KPIs"

E-Commerce Organization Chart-Full



E-Commerce Organization Chart-Minimum





Pleasure to connect

