

OMAERA PHARMACEUTICALS LTD

PHARMACEUTICALS | CONSUMABLES | MEDICAL EQUIPMENT

OUR STORY

Omaera Pharmaceuticals Limited was established in 1993 as a small retail outlet availing medical and surgical materials to a few consumers. During this time, few companies did distribution of Pharmaceuticals and there was need for a medium sized distributor who could serve the small pharmacies and clinics. This way, Omaera expanded and in 1994 started wholesaling and distributing of various pharmaceutical and paramedical products. Kenya's economy was at this time stable and consequently the growth experienced was fast and enormous and saw us change offices of operation thrice. Currently, we are located at Zaf Holdings Ltd-Godowns (No.16) along baba dogo road. Both our stores and offices occupy an area of over 19000 square feet.

FOUNDERS

The founders of Omaera Pharmaceuticals are the Late Dr. John Njoroge Keige & Dr. Benard Otundo who later left to run other companies. Mrs. Dorcas Ndugi Njoroge would later join and is now the current Director.

Dr. John Njoroge, Executive Director

The Late Dr. Njoroge was a Bsc (Pharmacy) graduate from the University of Nairobi. He had vast experience in the pharmaceutical industry having worked at the Ministry of Health as a pharmacist. Dr. Njoroge was a director of Omaera Pharmaceuticals Ltd up to the time of His demise.

Mrs. Dorcas Njoroge: Director

Mrs. Dorcas Njoroge is a Bachelor of Education graduate from Kenyatta University. She is an entrepreneur with a vast experience in pharmaceutical sector and other areas having worked in the distribution of pharmaceuticals and surgical products since inception of Omaera Pharmaceuticals Ltd.



OUR VISION

To be the leading pharmaceuticals and surgical distributors through professionalism and quality service.

OUR MISSION

Availing medicine to all with unsurpassed urgency and without being limited by location.

OUR CORE VALUES

Responsibility, Innovation, Positive attitude, Communication.

OUR OBJECTIVE & MOTIVATION

Our objective is to meet and conform to our Clients requirements and expectations while we are motivated and driven by our dream to be central in facilitation of superior Healthcare in the region, by providing a total package of availing medicine to all.



OUR STAFF

Our staff are essential supporters of our strategies.

On the way to realization of our targets we need the support of our employees as the most important capital – their enthusiasm, their engagement, their empathy and their determination to mutual success. Therefore the team members have been carefully chosen in respect to their contribution to our common goal. Team spirit and customer orientation are important general characteristics of all employees. Regular training is essential to maintain their expertise in their specific field of activities. Challenging tasks combined with adequate responsibilities and competences will ensure that our employees are always committed to provide the best service to our customers.

MARKET SHARE

Currently, Omaera and her outlets are involved in importation, distribution and retailing of Pharmaceutical and surgical products, and these activities contribute to the market share of the total Pharmaceutical business in the country

The clients that we deal with include the Kenya Medical Supplies Agency (KEMSA), Mission for Essential Drugs and supplies (MEDS), Ministry of Defence (DOD), Kenyatta National Hospital, Metropolitan Hospital, Nairobi Hospital, The Agakhan Hospital, Goodlife Pharmacies among others.

We export to African Union Commission Ethiopia, King Faisal Hospital Rwanda, Continental Medical Services Juba among others.

OUR CLIENTS

Private & Public Hospitals
Parastatals
Non-Governmental Organizations
Private & Public Institutions
Distributors
Wholesalers
Nursing Homes
Small, Medium & Large pharmacies



SUPPLIER RELATIONS/ PRODUCT QUALITY

We source our products from well established and Quality compliant origins across the globe, including, USA, UK, Austria, Australia, Italy, Germany, Belgium, China and South Africa among others. While these Companies are not locally represented, they co-operate with us by way of warranties and guarantees for some of their major pharmaceutical products and Equipment.

Key in our co-operation with our manufacturers is factory training of our technical team of biomedical engineers to provide reliable after sales customer support. We are also allied to appropriate local professionals for certification of our products to ensure they conform to customer specifications.

In the Pharmaceutical range, we are agents for Denk Pharma German, Unison Laboratories Thailand, Dafra Pharma Belgium & Niva Medical OY Finland. Locally we are distributors for well known international importers and manufacturers like Glaxo SmithKline, Bayer EA, Astra Zeneca, Cipla, Regal Pharmaceuticals, Cosmos among others.

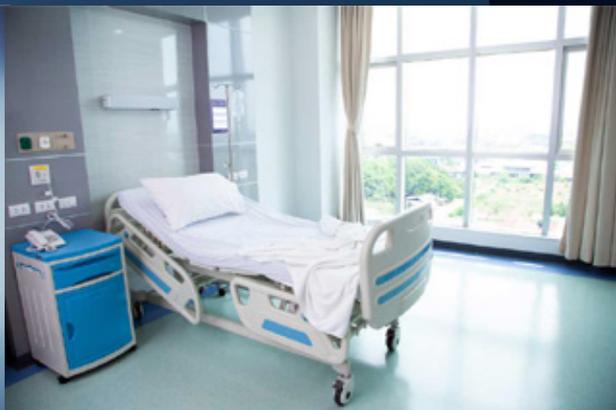
In the Equipment line, we are agents for Mindray in Ultrasound machines and Technologie Medicale France for Oxygen Therapy and accessories.

OVERVIEW

Omaera Pharmaceuticals has since 1993 embarked on developing and gradually expanding her business, from funds generated from its operations. The Business has developed an efficient management system that has contributed to this expansion. The commitment of the staff, the Directors and their experience has also been a major contributor to the efficiency in the business. Omaera embodies a very human spirit by always remaining at the forefront to supply lifesaving drugs for serving ailing mankind. Over the years, Omaera's name has come to stand for Trust, Respect, Quality, Teamwork, Efficiency and integrity and is rooted in its founder's passion for progress. The innovativeness, competitiveness and a will to succeed against all odds are the qualities that are at the heart of Omaera's culture.

Today, our quality products reaches to all the Forty Seven Counties in the Country making us a force to reckon with in efficient supply chain distribution.

Marching forward, our dynamic and professional team, strong network in the distribution chain will take us far and ahead. We will continuously benchmark and evaluate ourselves in our mission to Availing medicine to all.



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