

LIAHONA GREATER LIGHT MEDICAL SUPPLIES BUSINESS PLAN



EMMANUEL ISAAC BAIDOO

DESCRIBE YOUR BUSINESS:

Liahona Medical Supplies: Bridging the Gap in Healthcare Access

Liahona Medical Supplies is a dedicated supplier of high-quality medical laboratory reagents, materials, machines, and specialized services to 14 consistent health facilities in Kumasi, and 2 in Bonwire and Bodomase rural communities in Ghana. Recognizing the critical role of reliable and accessible medical diagnostics in improving healthcare outcomes, we strive to provide our clients with a consistent supply of essential products and services. Working both in the urban centers and remote government CHIP facilities serving the local folks as well as organizing community inclusive health screening mostly on water disease and malaria testing. Most underserved rural communities have an outdated belief that some illnesses like Hepatitis B are spiritual diseases bought and sold to family members hence we go the extra mile to have mass health care awareness and screening projects that clear those

superstitious beliefs, helping them to know much about communicable disease and some simple yet effective preventive tips.

EXPLAIN THE PROBLEM.

📊 **High Costs and Limited Product Variety:** Relying on intermediaries for procurement results in higher costs and limited access to a diverse range of high-quality products, hindering competitiveness and the ability to offer the best solutions to clients.

📊 **Inefficient Procurement:** The current procurement process may be time-consuming and inefficient, impacting order fulfillment times and potentially delaying critical supplies to healthcare facilities. These limitations hinder Liahona Greater Light Medical Supplies from fully realizing its potential to serve a larger number of clients, improve healthcare access in Kumasi, and contribute significantly to the region's overall health outcomes. By securing a \$1000 interest-free loan, Liahona Greater Light Medical Supplies can directly address these challenges and unlock its full growth potential.

EXPLAIN YOUR SOLUTION.

The solution to these challenges lies in leveraging a \$1000 interest-free loan to:

- **Increase Inventory:**
 - The loan will provide the necessary capital to significantly expand the inventory of essential medical laboratory supplies.
 - This will ensure consistent stock levels, minimizing the risk of stockouts and allowing Liahona Greater Light Medical Supplies to fulfill orders promptly and reliably.
- **Establish Direct Import Partnerships:**
 - The loan will facilitate the establishment of direct import partnerships with reputable manufacturers in Germany, Turkey, and China.
 - This will eliminate the need for intermediaries, resulting in:

- **Reduced Costs:** Lower procurement costs due to direct sourcing, leading to more competitive pricing for clients.
- **Increased Product Variety:** Access to a wider range of high-quality products, including specialized equipment and reagents, allowing Liahona Greater Light Medical Supplies to offer more comprehensive solutions to its clients.
- **Improve Efficiency:** The increased inventory and streamlined procurement process will lead to more efficient order fulfillment. This will enhance customer satisfaction and strengthen relationships with existing clients.

By implementing these strategies, Liahona Greater Light Medical Supplies will be able to:

- Meet the growing demand for its services.
- Improve customer satisfaction and loyalty.
- Enhance its competitiveness in the market.
- Expand its reach to serve a larger number of healthcare facilities.
- Ultimately contributes to improved healthcare access and outcomes for the people of Kumasi.

This comprehensive solution addresses the core challenges facing Liahona Greater Medical Supplies and positions the company for significant growth and success.

BUSINESS MISSION STATEMENT:

To empower healthcare providers with the tools and resources they need to deliver accurate and timely diagnoses, ultimately improving patient care and community health.

HOW LONG HOW YOU BEEN IN BUSINESS?

Liahona Greater Light Medical Supplies has been in operation since October 2024.

YOUR NET INCOME

Explain how much your revenue is, what your expenses are, including salaries and what's your profit. Using February 2025 as a reference, I made a revenue of \$311 with a net profit to reinvest of \$148 and a net profit margin of 43 %. I paid \$30 as a salary, \$20 for tax, \$40 for advertising and technology, and \$25 for raw materials.

SERVICE OR PRODUCT DELIVERABLE:

Hepatitis B Screening – \$1.42

Hepatitis B vaccination - \$2.42

HIV Screening - \$2.42

Health Talks - \$60

Health screenings - \$100

HB Electrophoresis - \$7.14

Sickling - \$2.42

DESCRIBE YOUR BEST CUSTOMER:

South Suntreso Government Health Facility is the best customer Liahona Greater Light Medical Supplies customer due to several key factors:

- **High Volume of Patients:** As a government hospital, it serves a large patient population, leading to significant demand for laboratory tests and consumables. This translates to a high volume of orders and consistent revenue potential for Liahona Medical Supplies.
- **Regular and Predictable Demand:** The consistent flow of patients ensures a steady and predictable demand for medical laboratory supplies, making it easier for Liahona Medical Supplies to plan inventory and fulfill orders effectively.
- **Government Funding:** They have stable funding sources, reducing the risk of delayed payments and ensuring consistent cash flow for Liahona Greater Light Medical Supplies since it's a government health facility.
- **Potential for Long-Term Partnership:** Building a strong relationship with South Suntreso can lead to a long-term, mutually beneficial partnership, ensuring consistent business and fostering growth for Liahona Greater Light Medical Supplies.
- **Community Impact:** Serving this government hospital allows Liahona Greater Light Medical Supplies to directly contribute to the health and well-being of the community, aligning with its social impact goals.

WHY CUSTOMERS DO BUSINESS WITH YOU RATHER THAN WITH YOUR COMPETITORS?:

Here are some key reasons why customers choose Liahona Greater Light Medical Supplies over competitors:

- **Reliable and Consistent Supply:**
 - Liahona Greater Light Medical Supplies prioritizes consistent stock availability, ensuring timely delivery of essential medical lab supplies.

- This reliability builds trust and minimizes disruptions in healthcare services for clients.
- Strong Customer Relationships:
 - Liahona Greater Light Medical Supplies focuses on building strong relationships with its clients through personalized service, prompt order fulfillment, and addressing their specific needs.
 - This fosters long-term partnerships and ensures customer loyalty.
- Competitive Pricing:
 - By establishing direct import partnerships, Liahona Greater Light Medical Supplies can offer competitive pricing on a wide range of products.
 - This will make services more affordable for healthcare facilities, particularly in resource-constrained environments.
- Focus on Quality:
 - Liahona Greater Light Medical Supplies prioritizes the supply of high-quality products from reputable manufacturers.
 - This ensures accurate and reliable diagnostic results, which is crucial for patient care.
- Excellent Customer Service:
 - Liahona Greater Light Medical Supplies provides responsive and personalized customer service, addressing client inquiries and concerns promptly and effectively.
 - This demonstrates a commitment to client satisfaction and builds strong relationships.

- Having partnerships with other diagnostic centers and a memorandum of Understanding with local stakeholders, we render free health screenings as well as discounted vaccinations, especially Hepatitis B vaccination as part of our societal mandate as a business entity.
- Giving professional training to Medical Lab workers so they can be updated with how to effectively use lab machines and materials sold to them and after services duties observed.

These key differentiators position Liahona Greater Light Medical Supplies as one of the preferred suppliers for healthcare facilities in Kumasi, though we have not been in business for a lengthy period, ensuring continued growth and success.

WHAT IS THE MOST COMMON CAUSE FOR A BUSINESS LIKE THIS FAILS?

- High Inventory Costs: Medical supplies often have specific storage and handling requirements, which can incur significant costs.
- Long Payment Cycles: Healthcare facilities often have extended payment terms, leading to delayed cash inflows and impacting on the company's ability to meet its financial obligations.
- Unexpected Expenses: Unforeseen costs, such as emergency repairs, product recalls, or sudden changes in market demand, can severely impact cash flow.
- Competitive Pricing Pressure: The need to offer competitive pricing to attract and retain clients can put pressure on profit margins and cash flow.

HOW CAN YOU AVOID THIS PROBLEM?

- Robust Cash Flow Management:
- Negotiate favorable payment terms with clients: Aim for shorter payment cycles to improve cash flow.
- Implement a strict accounts receivable policy: Track payments diligently and address overdue invoices promptly.

- Control inventory costs: Optimize inventory levels to minimize holding costs and avoid stockouts.
- Maintain accurate financial records: Track income and expenses meticulously identify areas for cost optimization.
- Continuous Improvement:
 - Regularly review and evaluate business performance to identify areas for improvement.
 - Seeking feedback from clients and employees to identify areas for enhancement.
 - Embrace innovation and explore new technologies and business models to stay competitive.

LIST YOUR SERVICES OR PRODUCTS AND THEIR PRICES:

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Hepatitis B vaccination - \$2.42

HIV Screening - \$2.42

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Health screenings - \$100

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HOW DO CUSTOMERS KNOW THAT YOU EXIST?

📺 Local Networking: Actively participates in local healthcare industry events, conferences, and workshops.

📺 Community Engagement: Participates in local health initiatives in community events to raise brand awareness.

Social media: Established a presence on relevant social media platforms (Facebook, YouTube, etc.) to share company news, and product updates, and engage with potential customers

- Collaborate with other healthcare providers: We have established partnerships with doctors, clinics, and hospitals to promote Liahona Medical Supplies.
- Work with local medical associations: Joined relevant associations to network and build relationships within the healthcare community. Like FG-MELSA.

As we have implemented these strategies, Liahona Greater Light Medical Supplies effectively communicates its value proposition to potential customers, builds brand awareness, and drives business growth.

WHY DID YOU CHOOSE THIS BUSINESS:

- Fulfilling a Need:
 - Recognizing a gap in the market for reliable and affordable medical supplies in the Ashanti region of Ghana.
 - Identifying a need to improve access to quality healthcare for underserved communities.

- **Passion for Healthcare:**
 - A genuine interest in improving healthcare outcomes and a desire to contribute to the well-being of others.
 - A personal connection to healthcare is when my uncle was misdiagnosed and the wrong medication was administered that took his life.
- **Entrepreneurial Spirit:**
 - A desire to be independent and build a successful business.
 - A passion for innovation and a drive to create something meaningful.
- **Financial Opportunity:**
 - Recognizing the potential for profitability in the growing healthcare sector.
 - Seeking to generate income and financial stability.
- **Social Impact:**
 - A desire to make a positive social impact by improving access to quality healthcare for underserved communities.
 - A commitment to ethical business practices and social responsibility.

LIST YOUR TOP WAYS TO FIND NEW CUSTOMERS:

Direct Sales and Outreach:

- **Direct Sales Calls:** Conduct targeted sales calls to potential clients to introduce Liahona Greater Light Medical Supplies and its services.
- **Sales Visits:** Conduct in-person visits to potential clients to build relationships and demonstrate products.

- Networking and Relationship Building:
- Industry Events: Attend healthcare conferences, trade shows, and industry events to network with potential clients and other industry professionals.
- Professional Organizations: Join relevant professional organizations (FG – MELSA, HEPHRA, and AHPC) to build relationships and gain industry insights.
- Referrals: Leverage existing customer relationships by encouraging referrals from satisfied clients.

Insert pictures of your business activities here and give a brief explanation of each:



Suntreso Health Centreis one of the health facility i supply items and here are some pictures:







Lab reagents and apparatus were bought and delivered.



This was taken during one of their facility awards nights on December of last year. And I graced the occasion as per the invitation. I was awarded with a token to boost my morale for my service of delivering items on time and the hassle I go through when doing those deliveries.



Anti-D (IgM + IgG)
Monoclonal Blood Grouping Reagent
REF SB004 0010
LOT L23120051
VOL 10 ml

Anti-D (Ig)
Monoclonal Blood Grouping Reagent
REF SB004 0010
LOT L23120051
VOL 10 ml

Anti-A
Monoclonal Blood Grouping Reagent
REF SB001 0010
LOT L23120049
VOL 10 ml

Anti-A
Monoclonal Blood Grouping Reagent
REF SB001 0010
LOT L23120049
VOL 10 ml

Anti-B
Monoclonal Blood Grouping Reagent
REF SB001 0010
LOT L23120049
VOL 10 ml

Anti-B
Monoclonal Blood Grouping Reagent
REF SB001 0010
LOT L23120049
VOL 10 ml





ONE STEP RAPID TEST

HBV S-IN-1 TEST PANEL(WB/S/P)
LOT:HBV-2230602
MFD:20230608 EXP:20260607

HIGHTOP

ONE STEP RAPID TEST

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HIGHTOP



Meril
Diagnostics

One Step Test For Malaria Pf HRP-II Ag

MERISCREEN Malaria Pf HRP-II Ag

Manufactured by
Meril Diagnostics Pvt. Ltd.
Second Floor, D1 - D3, Meril Park, Survey No. 135/2/B & 174/2,
Muktanand Marg, Chola Vapi - 396 191, Gujarat, India
Tel: +91 260 2408000 Fax: +91 260 2408025
Email: diagnostics@merilife.com, Web: www.merilife.com
Mfg Lic No.: MFGMD/2018/000029

Meril
Diagnostics

Malaria Pf HRP-II Ag

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Tel: +91 260 2408000 Fax: +91 260 2408025
Email: diagnostics@merilife.com, Web: www.merilife.com
Mfg Lic No.: MFGMD/2018/000029

Meril
Diagnostics

More to Life

MERISCREEN Malaria Pf HRP-II Ag

REF RPWMPH-03

LOT MIW0424034
2024.04.13
2026.04.12

(01)10000074509544

MINISTRY OF HEALTH, GHANA
NOT FOR SALE

36466

PLUSFLON®
I.V. CANNULA
with Injection Valve With Wings

NON-TOXIC · NON-PYROGENIC · STERILE · FOR SINGLE USE
· USE IS RESTRICTED TO A QUALIFIED DOCTOR OR A PARAMEDIC

22 G / O.D. - 0.9 mm / L - 25 mm
Flow Rate - 36 ml/min.

Made By:
Medplus (India) Limited
1281-1282, M.I.E. Part-B,
Bafadurgah - 724507
Hyderabad (INDIA)
M.L. MFQMD2018000068
E-mail: info@medplusindia.com
www.medplusindia.com

CE 1639

STERILE EO

Pieces 100

PTFE

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CE 1639

STERILE EO

I.V. CANNULA
WITH WINGS & INJECTION PORT

WARNING

The use of this product is restricted to a qualified doctor or a paramedic.
The product should be used according to the instructions for use.
MHL Healthcare disclaims any responsibility for possible consequences resulting from improper use.
- Do not dry & heat place. Do not expose to heat or direct sunlight.
- The product should not be reprocessed.
- Visually inspect and carefully check the product and packaging before use to ensure integrity of transport and handling over cause structural and / or functional damage to device or packaging.
- The product is non-toxic, sterile & non-pyrogenic.
- The package has not been opened or damaged.
- Do not reuse or reprocess the product after opening the package.
- The product should be used immediately after opening the package.
- Perform routine monitoring & maintenance after maintenance according to medical norms.
- Discard after use.

MHL MAIDEN HEALTHCARE LOGISTICS
38V/20/24AM6
CEP/R/020056
MFG DL: 01/2024
EXP DL: 12/2028

I.V. CANNULA
WITH WINGS & INJECTION PORT

INSTRUCTION FOR USE:

1. Remove the needle cover.
2. Use the Cannula from the top & middle not top edge.
3. Insert the cannula into the vein.
4. Advance the needle gently, until you observe a flashback of blood in the chamber.
5. Release the needle gently, and do not move the cannula. The cannula will be secured in the vein.
6. Dispose of safely.

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CEP/R/020056
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SPIRIT

BDH

GPR[®]

Methanol

$n_D^{20} = 1.328$
Minimum assay (GLC) 99.5%
Weight per ml at 20°C
0.790 to 0.793g
Boiling range (95%)
64.00 to 65.5°C
Refractive index
1.328 to 1.331
Maximum limits of impurities
Non-volatile matter
Aldehydes and ketones
(CH_2CO) 0.1%
Water 0.25%

In case of contact with
wash immediately
with plenty of water and
seek medical advice

R:22-38-40-48/20/22 S:36/31
Ec-Lable, EC No: 200-663-8

K28335C, 4046

Prod 100776B

5L



EvanCare
ONE STEP RAPID TEST
For in-Vitro diagnostic use only
50 PCS Strip

EvanCare
ONE STEP RAPID TEST
For in-Vitro diagnostic use only
50 PCS Strip

HIGHTOP
50T
HBSAG
REF: H123 LOT: HBSG-1230701
MFD: 20230702 EXP: 20260701
IVD DIAGNOSTIC REAGENT
FOR IN VITRO DIAGNOSTIC USE ONLY
QINGDAO HIGHTOP BIOTECH CO.,LTD.

HIGHTOP
50T
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IVD DIAGNOSTIC REAGENT
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QINGDAO HIGHTOP BIOTECH CO.,LTD.

EvanCare

50 PCS
Strip

ONE STEP RAPID TEST

For in-Vitro diagnostic use only

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DiaSpot 
Rapid Diagnostic Test

Reagents made in USA

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DiaSpot 
Rapid Diagnostic Test

Reagents made in USA

DiaSpot 
Rapid Diagnostic Test

Reagents made in USA

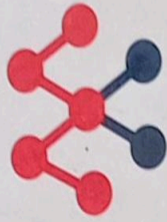
DiaSpot 

Rapid Diagnostic Test

For in vitro diagnostic use only
Store sealed at any temperature between (4-30°C) (39-86°F)

Typhoid

Reagents made in USA



EvanCare

ONE STEP RAPID TEST

For in-Vitro diagnostic use only

Syphilis

S/P/WB

EvanCare

Strip

IVD

Σ
50

4°C ^{30°C}

2

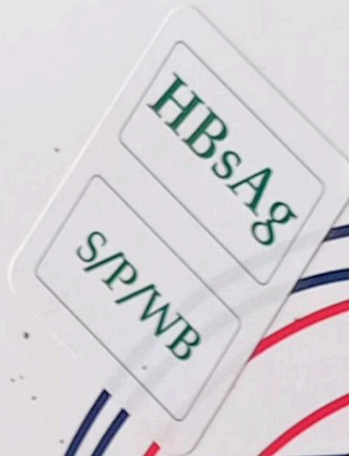
i



EvanCare

ONE STEP RAPID TEST

For in-Vitro diagnostic use only



EvanCare

Strip

HIGHTO

EASY TO USE

HIGH ACCURACY

FAST REACTION



BioResearch

Reagent Strips for Urinalysis
Anti-VC interference ability

- Blood
- Bilirubin
- Urobilinogen
- Ketone
- Glucose
- Protein
- Nitrite
- Leukocytes
- PH
- Specific Gravity

100 Strips

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100 Strips



HOW WILL YOU USE THE MONEY? (Include pictures of the product/Services (s))

The \$1000 loan would be strategically utilized to:

Inventory Expansion: This loan will aid us to focus on replenishing and expanding the inventory of fast-moving, essential items like: Blood glucose strips, urinalysis dipsticks, and culture media. (\$150)

- Consumables: Gloves, syringes, lancets (\$100)
- Importation of high-quality yet affordable of purchasing Rapid Diagnostic Tests. (\$750)

Income Statement:

Month	9 Months Ago	8 Months Ago	7 Months Ago	6 Months Ago	5 Months Ago	4 Months Ago	3 Months Ago	2 Months Ago	Last Month	Month 1 Forecast	Month 2 Forecast	Month 3 Forecast	Total
Sales revenue	0	0	0	0	0	128	185	258	311	321	346	456	2,005
Total transactions or units sold	0	0	0	0	0	12	19	28	39	47	65	86	296
Revenue per transaction or unit	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	11	12	9	8	7	5	5	7
Expenses													
Self salary	0	0	0	0	0	15	15	30	30	30	30	30	180
Employee salaries	0	0	0	0	0	0	0	0	0	0	0	0	0
Raw materials	0	0	0	0	0	20	20	25	25	25	25	25	165
Store Rent	0	0	0	0	0	0	0	0	0	0	0	0	0
Technology	0	0	0	0	0	15	15	25	25	25	25	25	155
Advertising	0	0	0	0	0	15	15	15	15	25	25	25	135
Transportation	0	0	0	0	0	10	10	15	15	15	15	15	95
Loan repayment	0	0	0	0	0	0	0	0	0	0	0	25	25
Taxes/Fees	0	0	0	0	0	20	20	20	20	20	20	20	140
Other	0	0	0	0	0	10	10	10	10	10	10	10	70
Total Expenses	0	0	0	0	0	105	105	140	163	150	150	175	988
Expense per transaction or unit	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	9	6	5	5	3	2	2	
Net Income to reinvest	0	0	0	0	0	23	80	118	148	171	196	281	1,017
Net Profit Margin	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	18%	43%	46%	48%	53%	57%	62%	

Cash Flow statement:

	2 months ago	last month	this month	next month	month 3	month 4	month 6
Income	258	277	311	334	456	478	519
- Fixed expenses	-90.6	-90.6	-93.21	-93.21	-93.21	-93.21	-93.21
- Loan payment	0	0	0	0	0	-42	-42
- Variable expenses	-135.67	-136.67	-180	-180	-180	-185.67	-185.67
= Profit (or loss)	31.73	49.73	37.79	60.79	182.79	157.12	198.12
Starting cash	327.91	359.64	409.37	447.16	507.95	690.74	847.86
Available cash	359.64	409.37	447.16	507.95	690.74	847.86	1045.98

Share about your family and picture here:



My family consists of myself and my mum. My dad passed on a couple of years ago from Hepatitis B and I have been handling everything since am the sole breadwinner of the family.

CONTACT DETAILS: EMMANUEL ISAAC BAIDOO

Phone number: +233576004048

Email: kwabenabadu280@gmail.com

Course Facilitator Details: EMMANUEL OSEI

Phone: +233554807083

Email: entrapovkumasidistrict@gmail.com

