

BUSINESS PROFILE

# PAW

VETERINARY SERVICES

*Service For Animal Health™*





# CONTENTS

## 01. INTRODUCTION

## 02. MISSION & VISION

## 03. MEET OUR TEAM

## 04. WHAT WE OFFER?

## 05. SWOT ANALYSIS

## 06. MARKETING STRATEGY

## 07. CONTACT US

# COMPANY OVERVIEW



## PAW VET CLINIC AND AGRO LIMITED (PAW VET)

Is a wholly owned Zambian company that was incorporated with Patents and Companies Registration Agency (PACRA) on 17<sup>th</sup> May 2019 in Lusaka, Zambia. The business was started after seeing the market need to provide the ever inadequate veterinary services in Zambia and has up to present grown its product portfolio offering to include the following; Veterinary services/consultancy, Veterinary pharmaceuticals/Products/equipment, Reproduction and breeding, Animal nutrition supplements, Animal identification and Veterinary diagnostic services.

### LOCATION



### FOUNDED



2019

### EMPLOYEES



6

### REVENUE



USD  
+0.5m

## COMPANY OVERVIEW CONT.

The company is located in Chisamba area, Central Zambia, Plot 635 Sub E Off Great North Road and has a walk in Veterinary pharmacy branch in Lusaka. Paw Vet provides veterinary services to farms, are importers and distributors of veterinary and livestock products as well as offer consultancy in veterinary and livestock business management.

The company is involved in business with reputable suppliers including; **MSD animal health** (South Africa), **Drench-Mate** (USA), **ABS Genetics** (USA), **Caisely** (Germany), **Rumbol products** (Scotland), **Lasec** (South Africa) and other local suppliers.

Dr. Danstan Mwiinga (BVM)  
CEO/Managing Director

Is the founder of Paw Vet. He obtained his Bachelors degree from the University of Zambia in 2013. He is also certified in Artificial insemination, Animal Welfare, FMD control and dairy management. Prior to starting Paw Vet, Dr Danstan worked at Zambeef Products PLC, Zambia's largest Agri-Integrated company as Resident Veterinarian for the Dairy and feedlot operations for 6 years. He has extensive experience in both commercial and smallholder livestock production systems. He has experience in corporate livestock management operations. Great clinical practice acumen in farm animal medicine and surgery and has also gained great level of sales marketing experience to accelerate business growth.



# MISSION

## MISSION STATEMENT



Our **Mission** is to ensure that we hire professional and experienced staff that would provide personalized services to our customers – the animal owners and the animals themselves.

## KEYS TO SUCCESS



### VAST EXPERIENCE IN VETERINARY & LIVESTOCK SERVICES

Veterinarian owned business, experienced associate veterinarians, veterinary paraprofessionals and other staff who have vast exposure in the livestock industry and have therefore garnered administrative, corporate and practical experiences



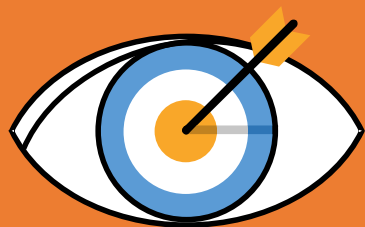
### ANIMAL HEALTH CARE

To provide the highest standards of health-care to the animals we serve while investing our knowledge in livestock producers and pet owners for a healthier and better tomorrow



### COMPASSION

Treat both animals and clients with the utmost care and compassion



# VISION

## VISION STATEMENT



Our vision is **“Service for Animal Health”**, through offering of a full range of veterinary and livestock services to animals in this area and providing the highest standards in veterinary medical practice .

## KEYS TO SUCCESS



### OFFER STANDARD VETERINARY SERVICES

Offer standard veterinary services and be the go-to practice for commercial and smallholder farmers across the country in the areas of operation



### CONTINUOUS STAFF DEVELOPMENT TRAINING (CPD)

Continuous training of employees and carry out periodic performance appraisals that will enhance their skills and increase their productivity for paw vet.



### FIRST CLASS CONSULTANCY

Paw Veterinary Group commits to first class consultancy and advisory services to our clients with regards to their animals

## CORE VALUES OF PAW VET

### **WE EDUCATE**



We educate our clients so that they can be responsible and knowledgeable animal owners

### **SUPPORT 24/7**



We share all the joys of livestock ownership with our clients while providing them with reassurance and empathy during difficult times

### **RESPECT AND COMPASSION**



We treat both patients and clients with the utmost respect and compassion

### **PROFESSIONAL**



We encourage honesty and integrity across our entire professional team

### **HIGHEST STANDARD**



We practice high standards of Veterinary and Livestock care in our business

### **PROGRESSIVE SERVICE**



Strive to provide progressive veterinary services to our surrounding communities through quality animal healthcare services that will enhance and evolve the human-animal bond



## **03. MEET OUR TEAM**

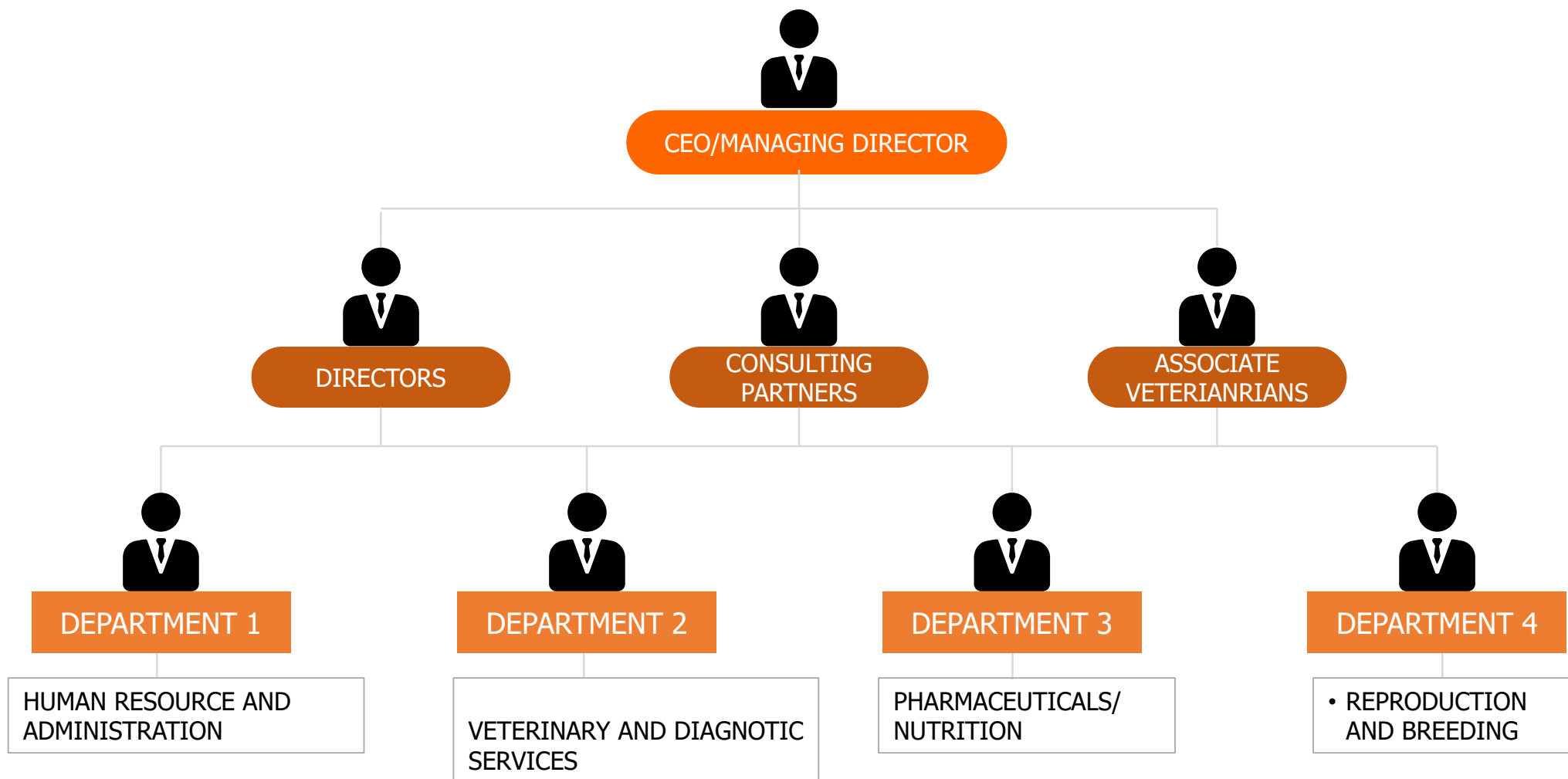
**04. WHAT WE OFFER?**

**05. SWOT ANALYSIS**

**05. MARKETING STRATEGY**

**06. CONTACT US**

# MANAGEMENT STRUCTURE





**04. WHAT WE OFFER?**

**05. SWOT ANALYSIS**

**06. MARKETING STRATEGY**

**07. CONTACT US**





## Veterinary services/Consultancy

Herd and flock health programmes, hands on veterinary services and consultation in livestock form the cornerstone of this division. Our goals are to provide quality advice & service to maximize potential of the herd. We focus on a whole herd approach & prevention based medicine.



## Veterinary pharmaceuticals/Products/equipment

We import and distribute veterinary biologicals such as vaccines, antibiotics, hormones. Others are veterinary diagnostic equipment and tools. We work with companies such as MSD, Drench-Mate drench etc



## Reproduction and breeding

The business is actively involved in the distribution of **ABS genetics** sexed and conventional Dairy semen of Holstein and Jersey breeds, provision of Artificial insemination services (AI), breeding service and AI monitoring, supply of breeding materials such as Estroprotects, AI sheaths, liquid nitrogen



## Animal Nutrition supplements

Dairy cow drenching products such as drenchmate drench, calf ORS, Cal-Mate bolus. We also have long lasting slow release EnduraBol vitamin and mineral boluses from Scotland. Other products include the dairy macro packs enabling farmers to make their own feed.



## Animal identification

Paw Vet is the authorized distributor of the **Caisely** ear tags from Germany in Zambia. The ear tags include for tissue sampling, electronic identification and ordinary visual tags for livestock.

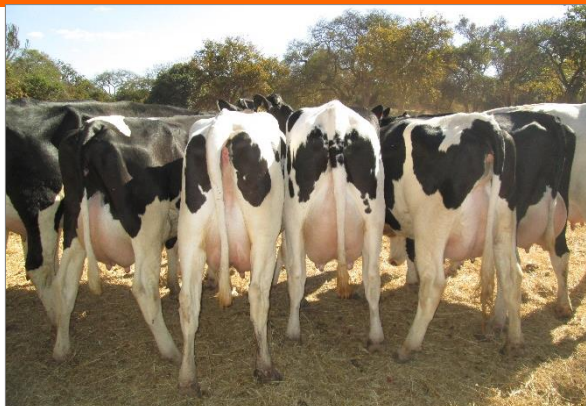
High UV and mechanical resistance due to special additives and extra smooth surface.  
One applicator for all Caisely ear tags!  
Very low loss rate due to a high tenon strength and free and frictionless rotation.  
Reinforced tip enables exact cutting and leads to fast wound healing.  
Variable single and double identification.  
Suitable in particular for free stall barns and grazing systems.



## Veterinary diagnostics

Is involved in both on farm and laboratory diagnostic services including rapid tests, culture and isolation etc

# OUR CLIENTS



Dairy Producers



Companion animal owners



Commercial Beef Farmers



Sheep/Goat Farmers



Swine Farmers



Wildlife Animal Owners



Commercial Poultry Farmers



**05. SWOT ANALYS**

**06. MARKETING STRATEGY**

**07. CONTACT US**

# PAW VET GROWTH AND EXPANSION STRATEGY

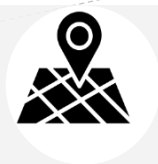
## *Strengths, Challenges and Opportunities*

### ORGANIZATIONAL STRENGTHS



#### Variety Services

- Variety of services so as not only to boost our revenue base but also attract more customers from our target market, thereby giving us an edge over other competitors.



#### Strategic Location

- Our location in Central Zambia is very strategic as there are a high number of livestock producers in Central province. Also, our location which is near the Great North Road is very easy to access for our customers both potential and new, as it is located close to a major road.
- Vast veterinary and corporate experience. The business owner understand the industry at both commercial and smallholder level as well as corporate livestock operations

### CHALLENGES

**1. Capital Availability.** Paw vet needs access to low cost funding as well as adequate funding to expand the veterinary business in terms of imports, equipment and infrastructure.

**2. Instability in the exchange rate** affects the cost of imports. The interest rates in the country determines the cost of borrowing that will be incurred by the firm.

### OPPORTUNITIY

In order to address the challenges, Paw vet will ensure that it grows the business to have branches in key livestock farming areas and continue to embrace new veterinary and livestock technologies.

Standard Veterinary Service will achieve the following:

- Introduce new services which can be done with the help of new advanced Technology
- Increase Supply of veterinary medicines, products and equipment
- Continue investing in staff training
- Attract Investment

### DEVELOPMENTAL IMPACT



**Human Healthy Protection and Preventive Services**



**Promote Health Welfare of Livestock**



**Educate and Advise Livestock Owners**



## STRENGTH LIST

### SKILLED WORKFORCE



Highly skilled workforce through successful training and learning programs. Paw Vet Ltd is investing huge resources in training and development of its employees resulting in a workforce that is not only highly skilled but also motivated to achieve more.

### HIGHER RETURNS



Good returns on capital expenditure – Paw Vet Ltd is relatively successful at execution of new projects and generated good returns on capital expenditure by building new revenue streams

### CUSTOMER SATISFACTION



High level of customer satisfaction – the company with its dedicated customer relationship management has been able to achieve a high level of customer satisfaction among present customers and good brand equity among the potential customers.

### NEW TECHNOLOGY



The new technology has provided an opportunity to Paw Vet to practice differentiated veterinary business strategy in the new market. It has enabled the business to maintain its loyal customers with great service and lure new customers through other value oriented propositions.



## WEEKNESSES LIST

### **CAPITAL**



Financial Capital to expand the veterinary business management in terms of veterinary imports, transport and infrastructure.

### **EXCHANGE RATE**



We have no control over the exchange rate at the same time as we are importers of veterinary and livestock products

### **CONTIONOUS TRAINING**



Veterinary practice is a science, and science is changing constantly. Staying on top of trends and advancements isn't always easy, but it's important.

### **PRICING**



Pricing is a critical issue for veterinarians. If you price too high, your customers are disgruntled. If you price too low, however, your veterinary practice may suffer. .



## OPPORUNITIES LIST

### MARKET GROWTH



Chisamba community has continued supporting the small animal clinic, while the ruminant and monogastric services are being sought after across the country due to the vast experience of the heads of these departments.



### POTENTIAL

Large number of potential commercial and small-scale livestock farmers within Chisamba farming block, southern and Lusaka provinces.



### GROWTH

Room to grow and become the largest and leading veterinary business management group in Zambia with different departments.



### VETERINARY DRUG & PRODUCT SUPPLY

Room for financial funding from Donor aids in agriculture, government agencies, banks...Room to import unique products that will be distributed through Paw Veterinary Group





## THREATS LIST



### COMPETITION

New veterinary clinics and agroveterinary shops by the competitors could be a serious threat to the industry in medium to long term future



### WEAK CURRENCY

As the company imports numerous products and equipment it is exposed to currency fluctuations especially given the volatile political climate in number of markets across the world.



### MOBILE VET SERVICE PROVIDERS AND AGROVET SHOPS

These cannot be ignored as they pose a serious threat to the business



## MARKETING STRATEGIES

- ❑ Launch an interactive web site to interact with and inform customers of our services
- ❑ Use social media platforms such as Facebook, Twitter and Instagram to market our services
- ❑ Sponsor animal related events and programs in strategic locations such as bull sales, herd book society
- ❑ Place attractive billboards about products in strategic locations
- ❑ Attend agriculture events and trade fairs to network and increase awareness about Paw Vet



## CONTACT US

**Dr. Danstan Mwiinga (BVM)**

Managing Director

Email: [mdanstan@gmail.com](mailto:mdanstan@gmail.com)

Mobile: +260968315065

**Chisamba Office:**

**Plot 635 Sub E Off Great North Road, Chisamba.**

**P.O Box 11 Fringilla.**

Office Line: 260761209174

Email: [pawvetgroup@gmail.com](mailto:pawvetgroup@gmail.com)