

# Market Potential

With cancer cases in Somalia projected to more than double from 10.7k in 2022 to 23.1k by 2045, the need for specialized local cancer care is urgent.

The average annual spending on cancer treatment of a cancer patient in Somalia is around USD 5,000 (cancer.org),

The current market size for cancer treatment in Somalia exceeds USD 53 million annually, with diagnostics, pharmacy, and other related services contributing an additional USD 100 million per annum.

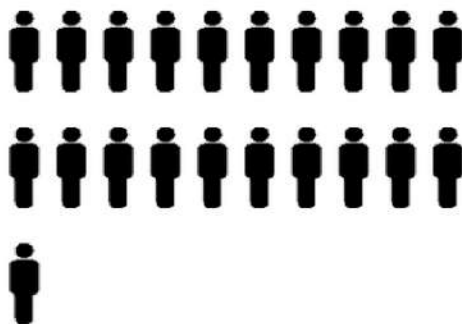
Estimated number of new cases from 2022 to 2045, Both sexes, age [0-85+]

All cancers

Somalia

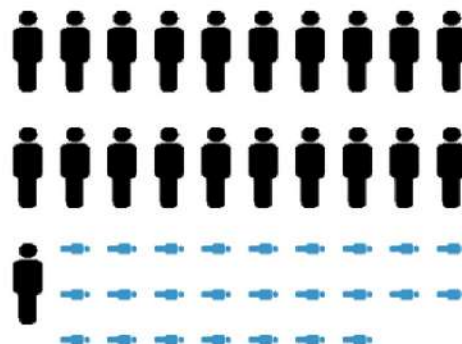


2022



10.7k

2045



23.1k



Cancer Tomorrow | IARC - <https://gco.iarc.who.int>

Data version: Globocan 2022 (version 1.1) - 08.02.2024

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# SWOT

## First mover advantage

### STRENGTHS

- Specialized expertise in cancer treatment
- High market demand (USD 53M for treatment, USD 100M for related services)
- State-of-the-art facilities
- Experienced medical team
- Comprehensive care services

### WEAKNESS

- High initial investment required
- Operational challenges (costs, logistics)
- Limited awareness of advanced treatment among the local population, necessitating extensive outreach and education efforts.

### OPPORTUNITIES

- Growing demand for cancer treatment
- Potential public-private partnerships
- Medical tourism prospects
- Training and research initiatives
- Community outreach programs

### THREATS

- Political instability and security concerns
- Economic challenges affecting affordability
- Regulatory and compliance hurdles
- Infrastructure and supply chain limitations

SW  
OT

# Impact and Sustainability



25 Beds



180,000 Diagnostic Services



96,000 Annual Consultations



57,600 Physiotherapy Sessions



1,597 No. of Surgeries



8 Clinics

# Our Strategy

Give a brief explanation for the page

## REACHING A WIDER AUDIENCE

In this section, show potential investors what your specific marketing and sales targets are and how you plan to achieve them. Talk about how you will sell your product or service. Research the best methods for reaching your audience and convincing them to buy your product. Highlight how you are offering something new or how you can fix a problem in the industry. Understand the purchasing priorities of your audience and try to leverage that behavior.

## THE 4PS OF MARKETING

Use this table to map out your marketing mix

### PRODUCT

the brand, its features, its packaging

Common questions:

- What needs does this product fulfill?
- What frustrations does it address?
- What makes it compelling to customers that they will want to have it?

### PRICE

discounts, bundles, credit terms

Common questions:

- What is the value of the product or service to customers?
- Are there established price points for this product or service in the market?
- How will this price compare with competitors?

### PROMOTION

print & broadcast ads, social media, email, search engine, video

Common questions:

- How you will get the word out about your product or service?
- What promotional approaches are most familiar to your audience?
- What resources are available to you?

### PLACE

physical stores, website, online marketplace

Common questions:

- Will it be in a physical store or online?
- Where will the stores be?
- What will be the distribution channels?



# Financial Plan

## CAPITAL REQUIREMENTS

The total development cost for Oasis Cancer Hospital, amounting to USD 4,805,252, is allocated towards construction and state-of-the-art medical equipment. Building works and external infrastructure will cost USD 410,422. Hospital equipment, including advanced imaging and laboratory setups, accounts for USD 4,394,830. This comprehensive investment aims to establish a leading cancer care facility in Somalia.

FUND UTILIZATION	VALUE	PERCENTAGE
Infrastructure	\$410,422	8.5%
Equipments	\$4,394,830	91.5%
Daily Operations	xxx	xxx
TOTAL	\$4,805,252	100%

## VALUATION METHODOLOGY

The valuation of Oasis Cancer Hospital was calculated using three different methods to ensure a comprehensive assessment:

1. Discounted Cash Flow (DCF) Method: We applied a discount rate of 7%, consisting of a 4% risk-free rate and a 3% risk premium, to forecast the present value of future cash flows.
2. Revenue Multiple Method: For this approach, we used the projected revenue for Year 3 and applied a multiple of 2 to determine the hospital's value based on revenue.
3. EBITDA Multiple Method: Similarly, using the projected revenue for Year 3, we applied a multiple of 6 to estimate the valuation based on EBITDA.

These methods collectively provide a robust valuation framework for the hospital's financial viability.



DCF Method

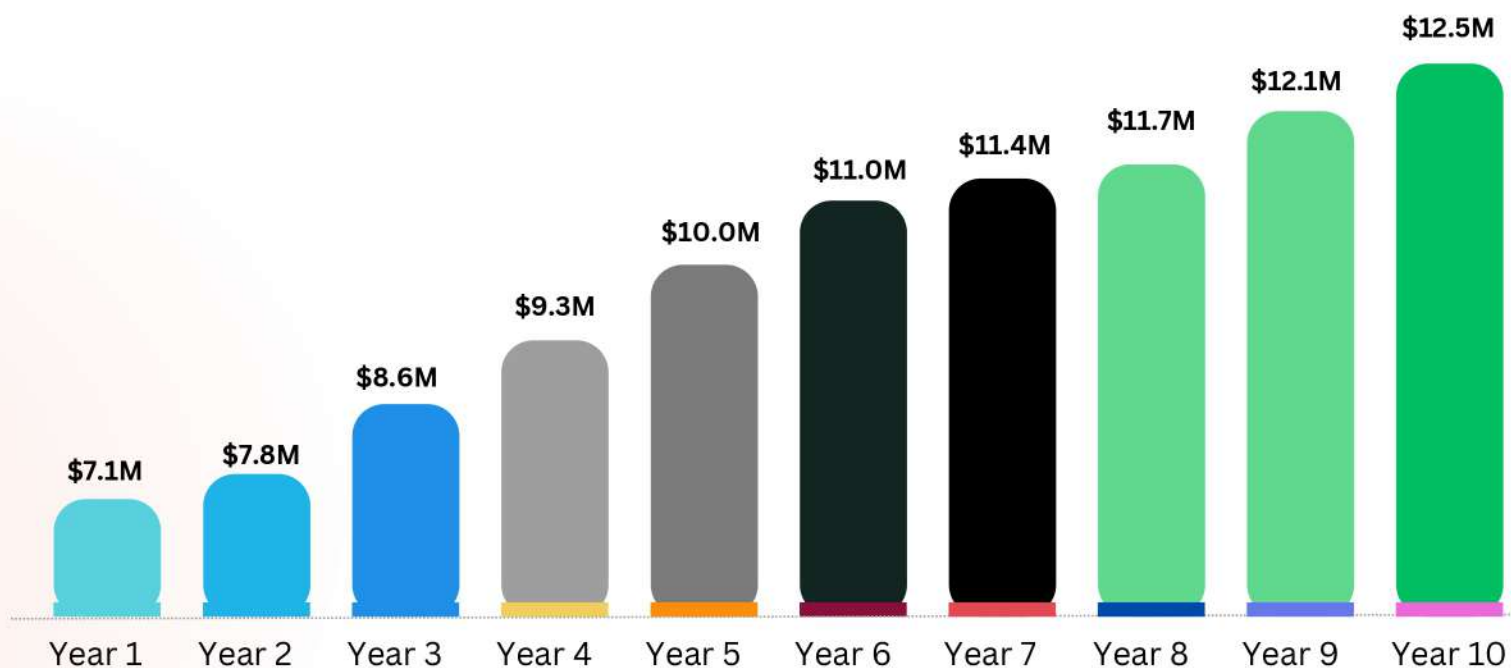


Revenue Multiple

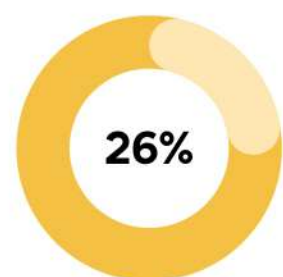


EBIDTA Multiple

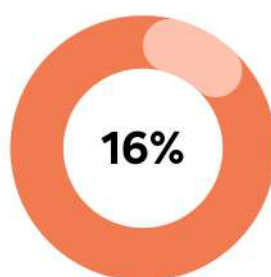
# Revenue Projections



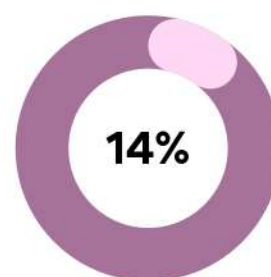
## TOP 6 REVENUE STREAMS



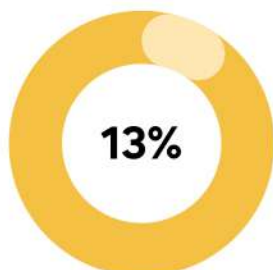
Laboratory



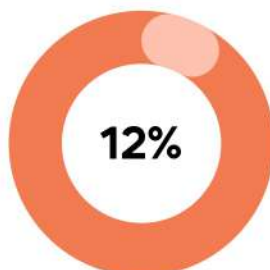
Operation Theatre



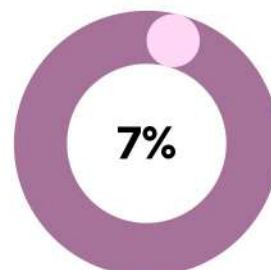
Physiotherapy



Pharmacy

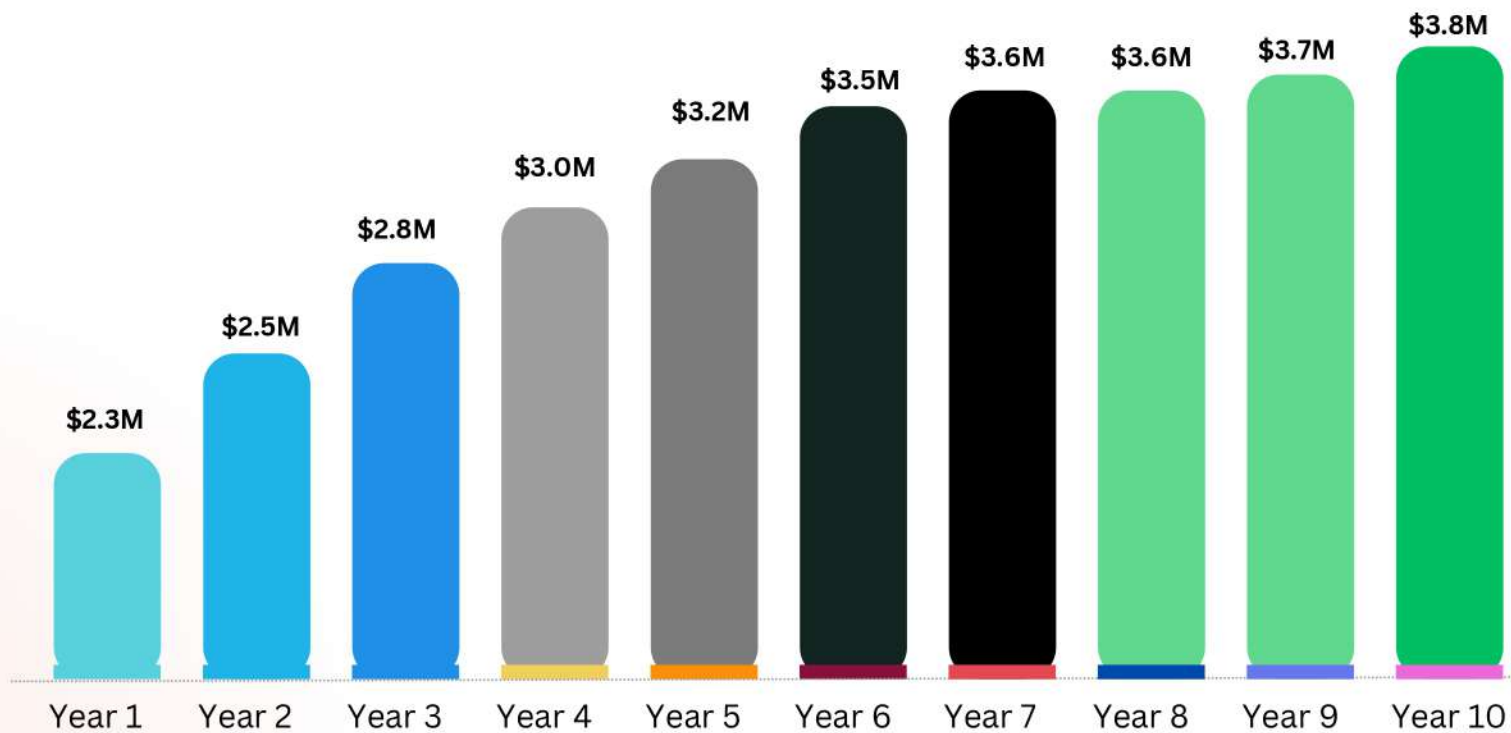


Imaging Unit

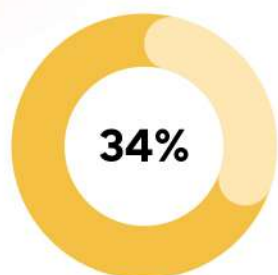


Emergency Unit

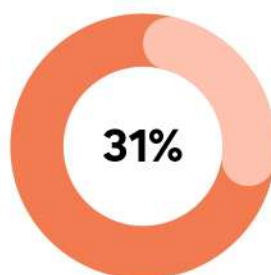
# Expenses Projections



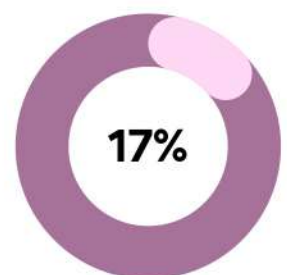
## TOP 3 EXPENSES



Laboratory



Pharmacy



Doctor Share



# Executive Summary

Give a brief explanation for the page



## MISSION

Enhancing cancer care and awareness for every Somali citizen.



## VISION

To be a beacon of hope and excellence in cancer treatment for Somalia.

The initiative	The Somali Cancer Hospital aims to provide specialized, comprehensive, and patient-centered cancer care services in Somalia.
The Leadership	Dr. Abdirahim Ali and the Oasis Group are spearheading the establishment of the Somali Cancer Hospital. Dr. Ali is the contact person for this initiative.
The Overall Industry	Somalia's healthcare system faces numerous challenges, including inadequate infrastructure and a shortage of skilled healthcare professionals. The cancer care industry in Somalia is underdeveloped, with limited access to specialized cancer care services. The Somali Cancer Hospital aims to fill this critical gap by providing comprehensive cancer diagnosis, treatment, and support services.
The Competitors	Currently, there are no dedicated cancer hospitals in Somalia, which forces patients to seek treatment abroad. The Somali Cancer Hospital will be the first of its kind, offering localized, high-quality cancer care.
The Financial Status	The total cost of establishing the Somali Cancer Hospital is estimated to be \$17.51 million. The project has secured partial funding and continues to seek additional financial support to complete the construction and procurement of necessary medical equipment.
Future Plans	The hospital aims to be fully operational by 2026, providing healthcare services to 25,000 inpatients and over 150,000 outpatients annually. By 2030, the hospital intends to expand its services and reach, becoming a center of excellence for cancer care in Somalia and contributing to significant improvements in the country's healthcare infrastructure.