

Brand Development Brief

Global Medical Supply Chain (GMSC)

26th November 2014

Business Introduction

Global Medical Supply Chain LLC (GMSC) is a new company being established under the parent company Global Medical Solutions Hospital Management LLC and will be part of the EAI Group of Companies. The core business of GMSC will be to supply imported medical devices and pharmaceutical products across UAE / Middle East region. We plan to build this company into a leading regional medical supply chain company over the next 5 years.

Our Vision

To be the Middle East's leading one-stop Supply Chain Service provider in healthcare.

Our Mission

We are a healthcare company committed to positively impacting on quality of patient care and patient safety life by developing and delivering:

- Excellence in people
- Best-in-class processes
- globally proven products
- Trusted Services

Our Values

- Communication
- Teamwork
- Integrity
- Customer Service

Objectives

We wish to build a corporate identity that represents GMSC as a reliable and leading regional medical supply chain company. Brand design should indicate an image of strength, reliability and stability. Branding is required for the following items:

- ✓ Logo
- ✓ Stationery
- ✓ Website (www.gmsc.ae)

The Audience

- ✓ Our customer-base will be public and private organisations (hospitals, clinics, pharmacies etc.) from the healthcare sector
- ✓ GMSC will sell & supply its product to these organizations.
- ✓ GMSC will potentially assist the government and or military with strategic medical supplies.
- ✓ Our customers will buy products directly from GMSC's sales channels.
- ✓ We do envision that GMSC will establish e-commerce facilities in the mid to long term

Competitors & Marketplace

Many competitors exist in this market already. Basically our competitors include all distributors / sole agents of medical and pharmaceutical supplies in the UAE. Our points of differentiation include that we are wholly Emirati-owned and backed by our parent company and Group.

Some company facts

- GMSC is headquartered in Abu Dhabi as is our main warehouse.
- GMSC is 100% Emirati-owned.
- Its parent company Global Medical Solution (GMS) is a wholly Emirati owned company with a presence in more than 40 tertiary hospitals and clinics across the UAE. These facilities may be potential clients of GMSC.
- GMSC will be part of the EAI Group of companies, a large investment group based in Abu Dhabi, with strong ties to the government and military establishments.

Brand Personality

GMSC's mission is to become a leading medical supply chain solution provider to the UAE and Middle East region. We would like to be perceived as a reliable company with reputable operational history.

Design guidelines

Logo and brand design should indicate an image of strength, reliability and stability. Beyond this we wish to leave the creativity to our designers.

Below are some notes for the logo design:

Logo

The logo will be used on all our marketing collateral such as digital print, website and signage. The logo design should have a complete new identity and be tied in no way to the parent company brand.