

Market Analysis

1. Comparison between Healthcare Industries using a similar supply chain solution, between Oman ,(UAE) and one of the world's leading healthcare Industries, Australia in (the most recent years available):

Aspect	Oman	UAE	Australia
Healthcare Infrastructure	81 hospitals, 1,226 clinics, 3,150 beds (2019)	190 hospitals, 1,400 clinics, 16,219 beds (2019)	1,345 hospitals, 8,441 clinics, 101,000 beds (2018)
Healthcare Expenditure	2.7% of GDP (2019)	4.6% of GDP (2019)	9.3% of GDP (2019)
Health Outcomes	Life expectancy: 77.6 years (2019)	Life expectancy: 77.8 years (2019)	Life expectancy: 83.5 years (2019)
	Infant mortality rate: 9.2 deaths/1,000 live births (2019)	Infant mortality rate: 5.0 deaths/1,000 live births (2019)	Infant mortality rate: 3.1 deaths/1,000 live births (2019)
Healthcare Workforce	1.9 physicians/1,000 population (2017)	2.6 physicians/1,000 population (2017)	3.6 physicians/1,000 population (2017)
	3.3 nurses/1,000 population (2017)	3.4 nurses/1,000 population (2017)	10.2 nurses/1,000 population (2017)

Technology and Innovation	Digital Medical Record System in place	Implementation of Healthcare Integrated Supply Chain System (HISCS)	National Health Services Directory (NHSD)
Access to Healthcare	According to the World Bank, only around 67% of Oman's population had access to basic healthcare services in (2018).	Mandatory health insurance for all residents.	A universal healthcare system, Medicare, that provides free or subsidized access to healthcare services for all citizens and permanent residents.

- **Sources:**

- World Health Organization (WHO) Global Health Observatory data repository
- Oman Ministry of Health
- UAE Ministry of Health and Prevention
- Australian Institute of Health and Welfare

2. Business Competitors :

Gulf medical supplies LLC, Oman:

Although it is considered as a competitor, it may not be directly competing in services and offerings.

Strengths: A wide range of products which allows them to cater to multiple customer base, A completely developed technical services and support center with the help of engineers which ensures customer satisfaction, product promotion is handled by experts in the field which helps to effectively sell products.

Weaknesses: company may face supply chain and inventory management challenges, which could impact their ability to deliver products to their customers on time and in the desired quantity. They may also face problems in coping up and implementing latest technology.

3. Business potential partner:

(Logistics) Asyad Group, Oman: One of the key expertise in supply management and logistics in Oman it is considered as the leading logistics company and partners with several international logistics companies to enhance its capabilities and reach. Partnership can benefit the project in many ways including Access to a wide network of suppliers and vendors locally and internationally, leveraging from advanced technology used, in addition to providing collaboration opportunities with companies in its network.

(Manufacturing and Supplies) National Pharmacy Industries Co. (SAOG), Oman: One of the largest manufacturers and distributors of pharmaceuticals, medical devices, and consumer healthcare products in Oman for over 30 years, following international standards and using leading technology. Partnership will help will be extremely useful since it has experience in pharmaceutical manufacturing, inventory management, training programs for healthcare providers, marketing and outreach, and establishing distribution channels due to high network with healthcare providers and strong customer relationships.

(Legal and Regulatory Knowledge) Al Tamimi and Co. ,Oman: A well respected law firm with extensive experience in Omani legal system, has a network of offices across the GCC region and has experience in negotiating and reviewing commercial and international agreements with the Government of Oman.