



SO.GE.C.MA

Partenaire de votre croissance en Afrique

SOCIETE GENERALE DE COMMERCE ET MARKETING

Pharmaceutical representation, sale of biomedical, cosmetic and surgical equipment, agricultural and agri-food production, provision of services related to NICT, construction, property management, catering, interior architecture, trade, marketing, events, e-commerce.

Import - Export



Société Générale de Commerce et Marketing

MARKET STUDY TAILORED FOR YOUR INTERNATIONAL EXPANSION

OFFERED SERVICES



MARKET ANALYSIS AND VIABILITY



INDUSTRIAL SECTOR PROFILING



**COMPETITIVE AND PRICING
ANALYSIS**



MARKET ENTRY STRATEGIES



**BACKGROUND CHECK OF THE
COMPANY AND INFORMATION
VALIDATION**



**IDENTIFICATION OF CURRENT TRENDS AND
OPPORTUNITIES**



UNDERSTANDING OF THE REGULATORY ENVIRONMENT

CONTACT US TODAY TO DISCUSS YOUR MARKET RESEARCH NEEDS.

SO.GE.C.MA SARL

Adresse : Agoé Kitigan 22 BP 256
RCCM : TG-LFW-01-2023-B13-01374
NIF: 1001855519

CONTACTS:

Tél: +228 96202328 / +00229 62993200
Email: societesogecma@gmail.com

DETAILS BANCAIRES

Banque : BIA TOGO
Intitulé : SO.GE.C.MA SARL U
N° de compte : 000936811034-53

PROFIL

GENERAL INFORMATION

Name of the Agency: SOCIETE GENERALE DE COMMERCE ET MARKETING (SO.GE.C.MA)

Name of Managing Director: SOKPOH Dossou Sédjro D.

Years of field experience: 15 years (5 years as a medical representative, 5 years as a supervisor, 3 years as Regional Director and now in my second year as Managing Director)

CONTACT INFORMATION

Adresse: Bé-Klikamé Rue Napian maison 727

City:
LOME

Neighbourhood:
Agoé kitigan

Code Postal:
22BP249 Lome-Togo

Headquarters: TOGO

Email : societesogecma@gmail.com

Telephone number:
00228 90869939
00229 0157084778

Mobile:
00228 96202328

THE COMPANY'S CORE BUSINESS:

SO.GE.C.MA (Société Générale de Commerce et Marketing) is a pharmaceutical representative agency acting as a strategic partner between pharmaceutical companies and healthcare professionals, offering promotional, distribution and regulatory advisory services. It maximises product visibility through a specialised sales force and competitive intelligence

SO.GE.C.MA was founded in 2023 and commenced operations in 2024 in Togo. Its expansion into Benin and Burkina Faso began in 2025.

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OBJECTIVES AND MISSION

- SO.GE.C.MA aims to facilitate access to high-quality medicines at a reasonable cost for the population of West Africa,
- To promote and monitor pharmaceutical and parapharmaceutical products amongst doctors, pharmacists and hospitals
- To promote and represent pharmaceutical companies wishing to operate in West Africa.
- To bring innovation to the field of pharmaceutical representation by introducing digital tools to improve efficiency.

VISION AND VALUES

- Vision: To become the partner of choice for international pharmaceutical companies seeking to expand into the local market.
- Values: Ethics, rigour, transparency, responsiveness and adaptability.

SPECIALISATIONS

SO.GE.C.MA is a company specialising in the representation, promotion and sale of pharmaceutical products, biomedical and surgical equipment.

- Promoting and representing laboratories wishing to operate in Africa,
- Developing pharmaceutical companies' products in Africa,
- Bringing innovation to the field of pharmaceutical representation by introducing digital tools for greater efficiency.

SO.GE.C.MA stands out for its culture centred on human values, its well-defined CRM portfolio of potential targets in each country, and its strategic, organisational and operational management. SO.GE.C.MA also stands out for its expertise in approaches and strategies relating to the representation, promotion and sale of pharmaceutical products, traditional business development/marketing tasks and digital marketing.

SO.GE.C.MA is adept at in-depth market analysis, defining sales and marketing strategies, negotiation, sales, customer retention and the acquisition of new markets.

SO.GE.C.MA specialises in in-depth market analysis, the development of sales and marketing strategies, negotiation, sales, customer retention and the development of new markets.

Promotion – Training – Marketing – Administrative support

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SOGECMA'S KEY SERVICES:

- Medical promotion: Raising awareness and providing information to healthcare professionals.
 - Sales force: Recruitment, training and supervision of medical representatives.
 - Regulatory affairs: Management of marketing authorisations (MA) and compliance.
 - Marketing & Strategy: Competitive intelligence, market research and brand development.
 - Pharmacovigilance: Analysis of adverse effects.
-
- ❖ **Expertise:** A qualified team (medical representatives, pharmacists) with in-depth knowledge of the medical sector.
 - ❖ **Positioning:** A key intermediary for the launch of new molecules or the expansion of a pharmaceutical company's market share, particularly in West Africa or emerging markets.
 - ❖ SOGECMA is committed to upholding the industry's ethical standards whilst enhancing the customer experience in pharmacies

SERVICES AND EXPERTISE

SOGECMA generally offers the following services

- Medical Promotion: Visiting prescribers and pharmacists to present products.
- Regulatory Affairs: Assistance with product registration and obtaining Marketing Authorisations (AMM).
- Market Research: Analysis of sales potential and competitive intelligence.
- Marketing and Communication: Development of launch and promotional strategies specific to the healthcare sector.
- Training: Coaching and training of sales teams on scientific and commercial aspects.

MARKET SEGMENTATION

We work with local distributors and wholesalers in various countries, as well as doctors and key opinion leaders from hospitals, medical centres, pharmacies, biomedical equipment suppliers, aesthetic centers and beauty salons.

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COMMERCIAL APPROACH

Firstly, based on our products, we segment the market by dividing the potential target market into groups with similar needs and behaviours, in order to identify and select customer groups with or without strong profitability potential.

Following segmentation, we divide the market into key business sectors, using the Pareto principle and the IPO*IPA matrix to target high-potential companies that could generate our turnover, or even more.

We then carry out an analysis to understand the market/sector (purchase motivation and competing offers, perceived value of competing offers, sector growth rate, market share, etc.).

Once all these studies have been completed, we design a high-value-added offering capable of withstanding competition and appealing to our clients and prospects. We also negotiate long-term partnership agreements with our VIP targets.

We work with our potential clients to build their loyalty, so that they continue to use our products

TEAM STRUCTURE

Firstly, during the first year, 4 to 6 medical representatives are recruited to launch the products in each country (Togo, Benin, Burkina Faso, etc.). Further recruitment may take place during the second or third year to strengthen the team.

We have a central management and organisation department based in Lomé (Togo). The other representatives are based in the main cities of the various countries. They regularly visit other towns and cities to ensure optimal coverage of the country.

Daily, weekly and monthly reports are sent to management.

For monitoring purposes, management carries out supervisory visits. After summarising the reports, management sends a weekly and monthly report on sales, feedback from the field and objections that could not be resolved.

However, a general meeting is held once or twice a year with the entire team in attendance.

MARKETING APPROACH

Initially, we will carry out market segmentation and targeting based on the Pareto principle. Establish partnerships with VIP targets (hospitals, medical clinics, dermatology clinics, doctors' surgeries, pharmacies, etc.).

ORGANISING AND PARTICIPATING IN EVENTS:

Organise between 6 at 12 presentation and discussion sessions on our products and medical conditions throughout the year for each target sector (hospitals, medical clinics, dermatology clinics, GP practices, pharmacies, etc.).

FORUM (sponsorship): identify 8 at 10 forums, seminars or conferences directly related to our promotional product portfolio and participate in them to build closer ties with our target audiences.

Communication focus: credibility of the partner laboratory, product quality and efficacy, and customer relations

We have a central management and administration office located in Lomé (Togo). The other employees are based in the main cities across the country. They regularly travel to other cities to ensure optimal coverage of the country.

Daily, weekly and monthly reports are sent to management.

For monitoring purposes, management carries out supervisory visits. After summarising the reports, management sends a weekly and monthly report on sales, feedback from the field and any objections that could not be resolved.

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COUNTRIES WHERE WE CURRENTLY OPERATE

TOGO, BENIN, BURKINA FASO,

Number of doctors visited per week by each medical representative, by specialism: 50 to 60 doctors

ORGANISATION AND DISTRIBUTION

In terms of distribution, we have representatives in the major cities of the various countries where we operate. These representatives are attached to our head office in Lomé and report directly to it.

For distribution, once the products have been registered:

The laboratory supplies the products to international distributors such as Planet, Eurimex, E.P.Dis, Distrimex, Laborex, Tedis (the leading distributors in Africa).

Once the products are available, we negotiate with local distributors to place orders. As soon as the products are available, we work with our key accounts in hospitals, pharmacies, specialist medical centres and beauty salons to place orders with local wholesalers.

➤ PARTNER PHARMACEUTICAL COMPANIES

Country	Name of partner laboratory	Country of origin of the laboratory	Number of products on offer	Start of the Partnership	Minimum monthly turnover	Highest monthly turnover achieved
TOGO	NSN HEALTHCARE	Inde	5	févr-24	20000	50000
	POLYMEDIC	Maroc	10	mars-25	4500	17500
	ZETA PHARMA	Egypte	4	nov-25	1750	10000
	AMEGH PHARMA	Inde	3	sept-25	1200	8500
BURKINA FASO	POLYMEDIC	Maroc	10	mai-25	3500	20000
	AMEGH PHARMA	Inde	3	sept-25	1800	8000
BENIN	POLYMEDIC	Maroc	10	août-25	3000	15000
	ZETA PHARMA	Egypte	4	nov-25	1500	7000





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OUR DISTRIBUTION PARTNERS



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EXTEND YOUR HORIZONS WITH **SO.GE.C.MA**

**ARE YOU LOOKING TO EXPAND YOUR
ACTIVITIES IN WEST AFRICA ?**

SO.GE.C.MA is here to help you. We are your strategic partner, bringing together industry, the community, and the government to facilitate your expansion in West African markets.

Expansion strategies in West African markets

- Market Penetration Strategy
- Market Expansion Strategy
- Market Analysis

Optimization of Presence and Relationships in West African Markets

- Legal Entity Creation
- Market Positioning Strategy
- Distributor Research and Evaluation

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