

Multiple Enterprise Ventures



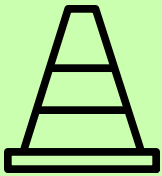
Get to know:

- Strengths, weaknesses, opportunities and threats for each venture
- Objectives of the ventures
- Implementation plan



Watch out for:

- Existing market
- Legal environment
- Competitive positioning of the enterprise



Challenges:

- Separation of business ventures from the organization
- Adopt a commercial approach
- Need for consistent monitoring



Recommended to:

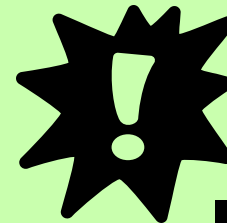
- Consider individuals with a commercial background to the governance structure
- Obtain external assistance when necessary

Highlights

Multiple Enterprise Ventures of Association Togolaise Pour Le Bien-Etre Familial in Togo

Business Ventures:

- Supply of contraceptives
- Offer training and technical assistance which generates revenue through fees charged for professional services
- Reference clinics which generate income through fees charged for the provision of laboratory services, ultrasounds and sale of essential generic drugs



Good to have:

A reputable brand name, suitable physical resources, trained and skilled human resources and expertise in marketing

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*Click on each topic to view more details.