

Technical assistance facility

Sponsored by: SDC and SECO

Project Factsheet

Title of project	Strengthening of PTF's retail and procurement framework
Country/region	Peru / Latin America
Supported Company	Por Ti, Familia
Execution partner	PTF and Must. (local consultancy firm)
Overall project budget	\$44,300
TAF contribution	75%
Date of project approval	May 8, 2012
Project period	August 1 2012 – January 31 2013
Context	<p>Healthcare expenditure in Peru is significantly less than in other South American countries like Colombia and Brazil. Most public healthcare services have poor infrastructure and lack good quality standards.</p> <p>Por Ti, Familia (PTF) offers quality affordable healthcare services mainly through retail locations offering combined consultation, laboratory and pharmacy services. PTF's target market is the low and emerging middle income population, initially focused on semi-urban areas of Lima.</p>
Current status	Near completion; final report in process
Objectives and main activities	<p>Develop a framework which will improve PTF's retailing and procurement capabilities. Some activities include:</p> <ul style="list-style-type: none">- Improve demand planning and procurement- Evaluate and improve the commercial business operations- Assessment of merchandizing & category management
Last update	TAF/ 30 January 2013