



# KEKAM MEDICAL

**For You, For Family, For Life.**

## **Subject: Investment Opportunity in Healthcare Growth and Expansion at KEKAM Medical Centre**

### **Executive Summary**

KEKAM Medical Centre, situated in the heart of Engineer town, Nyandarua County, is dedicated to providing accessible, high-quality healthcare to a predominantly underserved rural population. Over the past few years, we've successfully offered consultation, laboratory, mother-child services, and pharmacy support to our community. We are now at a pivotal stage, aiming to enhance our capabilities through improved infrastructure, innovative equipment, and expanded services.

We are seeking a funding investment of KSH 4 million to support our operational expenses, launch an inpatient department, and acquire essential diagnostic equipment, notably a full haemogram machine. This expansion will allow KEKAM to address crucial patient needs, increase our service capacity, and further solidify our role as a cornerstone of health in Engineer town and the larger Nyandarua County.

### **The Investment Need and Use of Funds**

Our goal with this investment is twofold:

#### **1. Operational Sustainability – KSH 1.5 million**

Maintaining steady cash flow for daily and monthly operational costs, including:

- **Employee Salaries:** Prompt, fair compensation for a motivated workforce.
- **Facility Maintenance and Utilities:** Ensuring a welcoming and functional environment.
- **Medical Supplies and Inventory:** Adequate stock of essential supplies and drugs to meet community needs.

#### **2. Strategic Expansion and Equipment Procurement – KSH 2.5 million**

- **Inpatient Department Development:** Establishing a 10-bed inpatient facility to support cases requiring extended care.



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- **Haemogram Machine:** Acquiring this machine will enable efficient and critical blood diagnostics, currently one of the most requested services we cannot fully meet.

## **Competitive Edge and Market Opportunity**

Kinangop's rural population faces limited access to comprehensive, high-quality medical care. KEKAM's established reputation and community trust provide a solid foundation for service expansion. The addition of inpatient services and enhanced diagnostics will significantly differentiate us from local clinics, filling a critical gap in the healthcare market.

## **Impact of the Investment**

- **Enhanced Service Range:** By opening an inpatient wing, we cater to complex cases, extending our care continuum. This leads to improved patient outcomes and long-term community reliance on our facility.
- **Increased Revenue Streams:** The haemogram machine and inpatient services will introduce new revenue channels, boosting monthly income by an estimated 25-30%.
- **Community Health Improvement:** Consistent care and innovative diagnostics directly impact disease management, maternal-child health, and early diagnostics, contributing to improved health statistics in the region.

## **Financial Projections and Return on Investment**

The operational and expansion funding we seek aims to foster growth with a clear return on investment:

- **Monthly Income Growth:** A projected increase of **KSH 250,000–300,000** within the first six months post-expansion.
- **Break-even Point:** Expected within 12 months as inpatient services gain traction and diagnostic demand increases.
- **Profitability Milestone:** Reached within 18 months, where monthly revenue will cover operational expenses and yield profit.



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## Why Partner with KEKAM Medical Centre

1. **Impact:** Investing in KEKAM is an opportunity to impact lives by providing essential healthcare to a vulnerable population.
2. **Proven Model:** With years of successful operation, KEKAM has established a sustainable model and built community trust.
3. **Scalability:** This funding will not only stabilize operations but also prepare us for future growth opportunities, with a focus on rural healthcare innovation.

## Conclusion

We invite you to partner with us at this transformative juncture for KEKAM Medical Centre. Your investment will fuel sustainable growth, enhance health outcomes, and bring vital services closer to home for Engineer residents. Together, we can expand healthcare access, improve quality, and create a lasting impact in rural Kenya.

Thank you for considering this partnership. We would be happy to provide further financial details, project timelines, and site visits to demonstrate our commitment and potential for shared success.

Warm Regards,

**Mercy Waihuini Wambugu**  
**Chief Executive Officer**  
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