



# HAPPY AUDIT meeting, Barcelona 12-13 September 2008

Logistic Issues  
Laboratorios LETI





## Diagnostics Division (DIV)

- DIV of LETI laboratories has a large experience marketing and selling diagnostics products on all the Spanish territory as well as Portugal.
- On April 2008 LETI merge with the Diagnostics Company BIOLINK 2000 with experience on export activities, specially on the Latin American Market ( Chile, Argentina, Peru, others).



# DIV organization

- DIV has 3 major departments:
  - Marketing.
    - 1 Marketing Mngr. ( RF )
    - 1 Product Manager for Diagnostics Rapid Test (FR)
    - 1 Product Manager for ELISA's
    - 1 Product Manager for Plate Microbiology test.
    - 1 Product Specialist for MB
    - 1 Marketing Assistance
  - Sales.
    - 1 Sales Manager (Bna)
    - 10 Sales reps
    - 1 Dealer for Canary Islands.
  - Customer Service
    - 1 CS Manager
    - 4 Customer service people.





# Distribution & Logistics

- Sales network.
  - 1 Sales Mngr + 3 reps in Bcn area (NE islands included).
  - 1 Sales rep on “N” area.
  - 1 Sales rep on “NW” area.
  - 3 Sales reps on Center area (Madrid).
  - 2 Sales reps on “S”
    - 1 on “SW”
    - 1 on “SE”





# Distribution & Logistics

- Laboratorios LETI will use the sales net for the distribution of all kits related with HAPPY AUDIT Study.
- All our sales reps are trained people on OSOM Strep A.
- A call center will be available for customers information on OSOM Strep A during HAPPY AUDIT STUDY.





## Distribution & Logistics in Argentina.

- The best way for distribution of OSOM Strep A will be discuss with HAPPY AUDIT coordinators for Argentina.
  - 3 Possibilities.
    - Through SEMFYC.
    - Direct to Customers in Argentina
    - Using a “known” dealer of LETI in Argentina (like Biocientífica S.A.).



**THANK YOU VERY MUCH FOR  
YOUR  
ATTENTION.**