

2024



مختبرات البرج
Al Borg Diagnostics

Franchising Brochure

**Become a partner with the
largest network of privately
owned clinical Diagnostics
Laboratories in MENA region.**



920004422



alborgx.com



@alborgdx



franchise@alborgdx.com



VISION 2030

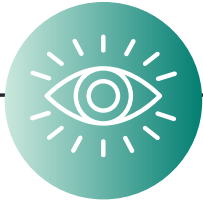
To significantly contribute to the realization of the 2030 Vision in the Healthcare sector, leveraging expertise and innovative strategies to drive substantial progress and impactful outcomes.



Table of CONTENTS

04	Our Vision, Mission, Core Values
05	Overview
06	Our Journey
07	AI Borg Current Presence
07	Accreditations and Certifications
08	Key Statistics
09	Competitive Advantage
10	Scope of Services
11	AI Borg Franchise Facts
12	Who are We Searching For
13	Advantages and Benefits Offered
14	Steps to Join
16	Training & Support Program
19	Franchise Application

VISION & MISSION



VISION

To be the preferred
diagnostics service
provider in MENA region



MISSION

Building capabilities and
increasing our capacity in
the realization of our
vision

CORE VALUES

We are dedicated to providing our clients with a distinguished and unparalleled experience, aligned with cutting-edge trends and the latest in state-of-the-art technologies. As a leading entity in the Arab Gulf and North African region, our core values serve as the cornerstone of our success and the guiding principles for both individual and collective conduct.



Collective Responsibility



Transparency



Teamwork



Innovation



Leadership



Accountability

Established in 1998 and headquartered in Riyadh Saudi Arabia, AI Borg Diagnostics stands at the forefront of medical diagnostics laboratories. Our expansive network encompasses 72 active sites across the Kingdom of Saudi Arabia and extends into eight countries, marking us as a global leader in our field. With the aim to be a publicly listed entity on the Saudi Stock Exchange by 2025, AI Borg Diagnostics takes pride in being ranked as the 13th fastest-growing company in the Kingdom.

Our commitment to excellence in the Clinical Diagnostics segment is unwavering, as we continuously strive to provide unparalleled patient care services. Our advanced technological infrastructure, a testament to our position as an industry innovator, supports this dedication. The quality of our services is further reinforced by over 89 international accreditations.

Our team of over 1,200 highly qualified doctors and medical staff is the backbone of our operations, bringing together expertise and dedication to deliver exceptional care. With 25 years of industry experience, AI Borg Diagnostics has become synonymous with trust and reliability in healthcare.

Every day, we serve approximately 15,000 visitors, and our reach extends to over 5,000 hospitals and clinics' laboratories. Our collaborative efforts with various pharmaceutical companies in precision medicine further exemplify our commitment to advancing healthcare standards. At AI Borg Diagnostics, we are not just a diagnostics laboratory; we are pioneers in shaping the future of healthcare diagnostics and patient care.

JOURNEY



OUR BEGINNINGS

Established the first Al Borg Diagnostics Branch in Jeddah - Saudi Arabia

1998



NGS LAB

The first private Next Generation Sequencing (NGS) lab in the kingdom

2020



AL BORG ACCELERATOR

Empowering entrepreneurship & innovation in life sciences & medical technology

2021



LOCAL EXPANSION

Al Borg Diagnostics expansion to cover all major cities in Kingdom of Saudi Arabia

2004



100% DIGITAL PATHOLOGY UNIT

Al Borg Diagnostics has provided the first digital pathology unit in MENA region

2017



MEGA / PRIVATE LABS

The establishment of the largest mega/private lab in the kingdom

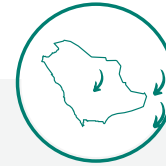
2023



STATE OF ART LABORATORY

Launching the 1st state of the art laboratory in line with the best international standards

2010



GCC EXPANSION

Expanded branches in Bahrain, Qatar, Kuwait, UAE and Oman

2016



INNOVATIVE INITIATIVES

Al Borg Academy
Homecare
Telemedicine
Occupational Health
Franchising

2024

CURRENT PRESENCE

72



11



02



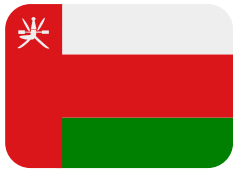
05



01



04



02



04



AI Borg currently operates 101 laboratories across the GCC and Africa regions, demonstrating a robust presence in the healthcare sector

ACCREDITATIONS & CERTIFICATIONS



33

CBAHI



08

CAP



44

JCI



09

ISO 15189



KEY STATISTICS



120 MILLION TESTED SAMPLES

35K+ DAILY TESTS PERFORMED



1200+ EMPLOYEES (100+ WITH PHDS & MDS)

RANKED 7TH KING KHALED RCI AWARD

7



101+ LABS IN EIGHT COUNTRIES

5000+ NETWORK OF HEALTHCARE PARTNERS



12.5M TEST RESULTS DELIVERED ANNUALLY

THE FASTEST GROWING COMPANY IN KSA

13th

COMPETITIVE ADVANTAGE

Leaders in Diagnostics

Leading Provider of Diagnostics Services with geographical distribution in the GCC & MENA Regions

Network Pioneers

Leading the Way in Diagnostic Network and Advanced Bio-Transfer Logistics Innovation

Solid Partnership Alliances

Collaborative & Comprehensive Network of Healthcare Partners Across Clinics, Hospitals, and Pharmaceuticals

Robust Infrastructure

Advanced Infrastructure: Digitally Integrated Services for Optimal Efficiency

SCOPE OF SERVICES



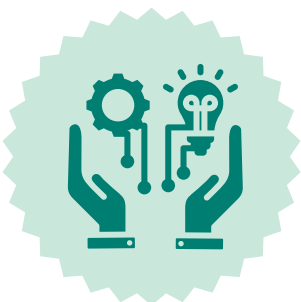
CENTERS OF EXCELLENCE

- Laboratory Automation
- Flow Cytometry
- Newborn Screening
- Analytical Chemistry
- Molecular Genetics
- Molecular Pathology & Transplantation Lab
- Mass Spectrometry for Microbial Identification
- Cytogenetics
- Digital Pathology
- Renal Pathology unit
- Electron Microscopy
- Tuberculosis Lab
- Sperm DNA Fragmentation
- Environmental Lab
- Calibration Lab



AVAILABILITY & ACCESSIBILITY SERVICES

- Home Visiting Services
- Drive-Thru Site Services
- Collection Site Services at Trading Centers



INNOVATIVE SOLUTIONS

- AI Borg Innovative Accelerator
- AI Borg Academy
- Research & Development Center
- Telemedicine
- Occupational Health
- Homecare Visit Services
- Health Education
- Population Health
- Franchising



SUPPORT SERVICES

- Dedicated 24-hour Call Center
- Customer Service Team
- Specimen Collection Fleet
- Digital-based Services
- Sales Team



مختبرات البرج
Al Borg Diagnostics

AL BORG DIAGNOSTICS FRANCHISE FACTS



WHO ARE WE SEARCHING FOR?

PRIME LOCATION

- The prospective franchisee is required to have access to premier locations within their designated region
- The location, whether leased, rented, or freehold, should be accompanied by a transparent and detailed contract overview
- The location must meet all standards and requirements established by both the Ministry of Health and AI Borg
- The location must be chosen to ensure it does not impinge upon the business operations of an existing AI Borg branch

BUSINESS CAPITAL

- Adequate Capital for Franchise Establishment – 600,000 SAR per Branch
- Possession of a solid credit history, which will be assessed by an independent third party for financial reliability
- A reserve of funds to handle unexpected expenses or economic downturns. This helps in maintaining business stability during unforeseen circumstances.

COMMON VALUE SYSTEM

- Adopting a value system that matches AI Borg to ensure smooth integration and alignment with AI Borg's culture.
- The franchisee must demonstrate the ability to accurately replicate and consistently maintain the high standards of unit management as established by AI Borg Diagnostics. This includes adhering to AI Borg's proven methodologies and practices throughout the entire operational cycle, ensuring that each aspect of the franchise mirrors the quality and efficiency synonymous with the AI Borg brand.

BUSINESS EXPERIENCE

- Prospective franchisees must demonstrate a proven track record in the medical or laboratory sector, with at least two years of business experience in this field. This experience should ideally encompass aspects such as operational management, client servicing, compliance with health regulations, and effective handling of medical or laboratory-specific challenges.
- This background ensures that the franchisee is well-equipped to navigate the complexities of the healthcare industry, adhere to regulatory standards, and maintain the operational excellence expected of an AI Borg Diagnostics franchise.

ADVANTAGES & BENEFITS OFFERED



TRADE MARK LICENSE

This license authorizes the franchisee to legally use the established trademarks of Al Borg Diagnostics in their business operations. Starting 5 years and up to 25 years.



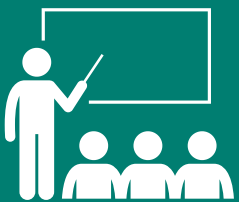
LICENSE TO OPERATE

Enabling the franchisee to conduct business under the established procedures, standards, and practices of Al Borg Diagnostics.



OPERATIONS MANUAL

Franchisees will receive a comprehensive operational manual which is a vital resource, detailing the specific procedures, guidelines, and best practices for running the franchise effectively.



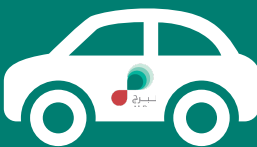
TRAINING PROGRAM

Franchisees will benefit from a comprehensive training program designed to equip them with the necessary skills, knowledge, and expertise required to operate their franchise successfully



MARKETING SUPPORT

Franchisees will benefit from coordinated campaigns, both at the local and regional levels, designed to enhance visibility and attract clientele, helping franchisees to effectively establish their market position and attract a steady flow of customers.



HOMEVISIT SERVICES

This service is designed for customers who may have mobility challenges, time constraints, or a preference for privacy and convenience.

STEPS TO JOIN

FRANCHISE EVALUATION FORM

Complete the application form included in this brochure. Once received, we will thoroughly review your application and contact you to discuss the next steps in the process.

RESEARCH AND DUE DILIGENCE

Gain a deeper understanding of the business by arranging in-person meetings with our team and visit our locations to witness firsthand the operations and environment.

JOIN THE TEAM!

After you have concluded your research and received approval as a franchisee, we are delighted to extend a warm welcome to you as the newest member of our team!

LAUNCH YOUR BUSINESS

Establish your training schedule and define the timeline for your business launch to formally initiate your

STEPS TO JOIN

Step 2 - Selection

The franchising committee will review all documents, interview the applicant within 14 days of the application

Step 4 - Training Week 1

Training for week 1 starts

Step 6 - Training week 2

Training for week 2 starts and the franchisee shall receive the Franchising Certificate

Step 1 - Application

Fill the application and provide all required documents, sign NDA, provide the exact location

Step 3 - Payment

The selected Franchisee will have to complete the franchising fee to Al Borg within 7 days after receiving the approval

Step 5 - Contract Signing

Franchisee shall submit his feasibility study and sign the contract with Al Borg

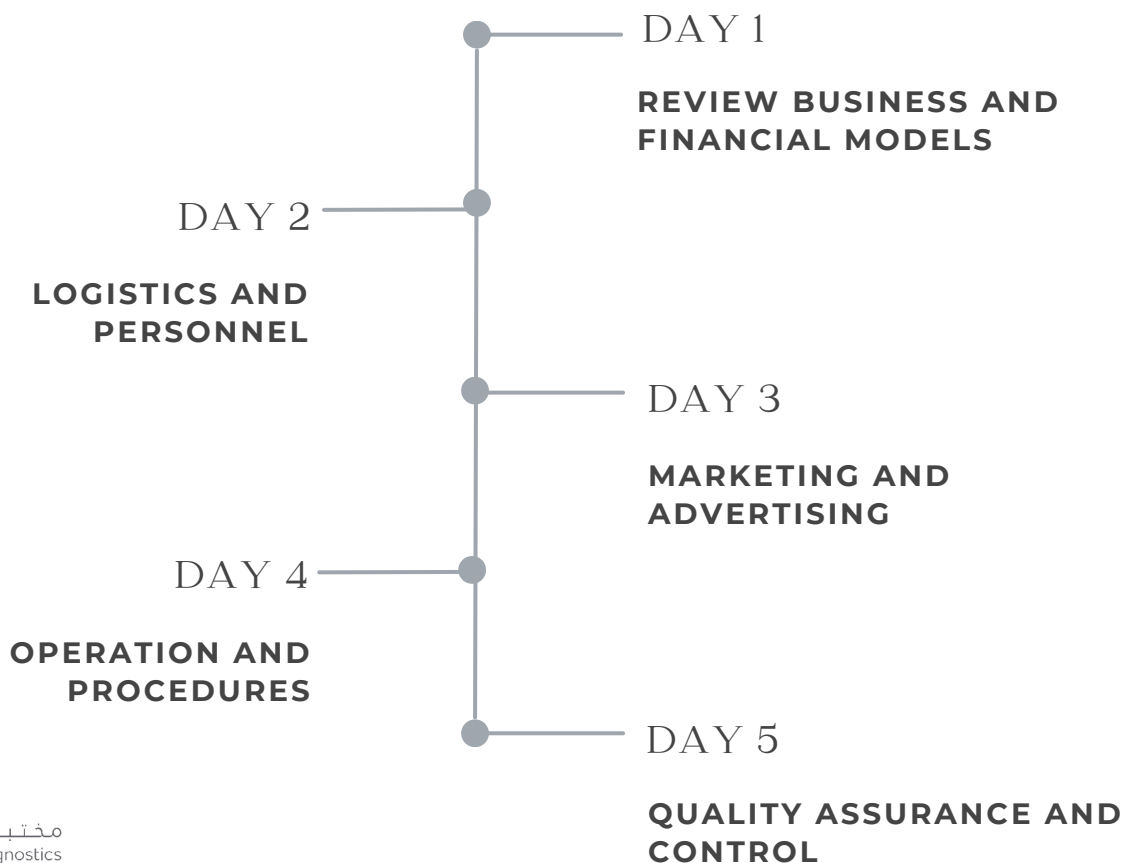
Step 7 - Post Opening

Monitoring operations and KPIs, monitoring financial income, monitoring quality

TRAINING AND SUPPORT

Week 1: Training provided at a location designated by Franchisor

Al Borg Diagnostics will offer franchisees an intensive initial training program spanning approximately seven (7) days, conducted either at the company's headquarters or at a location specified by Al Borg Diagnostics' management. This foundational training is designed for one (1) to two (2) designated attendees from the franchisee's team. The program focuses on equipping these key personnel with in-depth knowledge and practical skills essential for the successful operation of the franchise. This training covers various aspects of the business, including operational procedures, quality control, customer service, and adherence to Al Borg's standards of excellence.



TRAINING AND SUPPORT

Week 2: Training provided at the franchisee's location.

Upon the initiation of operations, Al Borg Diagnostics will facilitate on-site training for the franchisee. This training, delivered by experienced trainers from Al Borg Diagnostics, is scheduled to last between five (5) to seven (7) days. It is strategically designed to assist the franchisee in the effective commencement and management of their operations. This hands-on, on-site training will cover practical aspects of daily operations, ensuring that the franchisee and their team are well-prepared to meet Al Borg's standards of service excellence from day one.



TRAINING AND SUPPORT

SUPPORT PROGRAM INCLUDES

**OPERATIONAL
SUPPORT**

SITE SELECTION

**MARKETING
STRATEGIES**

PURCHASING

**INTERNAL
SUPPORT**

**ACCOUNTING,
AUDIT & LEGAL**

**OVERALL
PROGRAM
OVERSIGHT**

**CUSTOMER CARE
SERVICE**

**ONGOING
RESEARCH &
DEVELOPMENT**

FRANCHISE

AL BORG
DIAGNOSTICS

FRANCHISE
APPLICATION 2024



920004422



alborgx.com



@alborgdx



franchise@alborgdx.com