





# Brian Fretwell

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# Key IT Systems Ltd

-  1998 Temporary Staffing Software
-  2006 UK Market saturation forecast 3 yrs
-  2007 Market Leader, Temp Staffing Software
-  2008 1<sup>st</sup> Overseas Sale

# Allocate Software Plc

-  1991 Company formed
-  2004 Entered Healthcare Market
-  2008 Acquired Key IT Systems Ltd
-  2008 1<sup>st</sup> Overseas Healthcare Sale

# Some of Our Key Customers



ARMY



# Looking overseas - How

 How

 Passport to Export

 Overseas **M**arket **I**ntroduction **S**ervice

 Solo Exhibit

 Trade Mission

 Specialist Market Visit

 Export **M**arket **R**esearch **S**cheme

 Kellogg School of Management

# Which Market First?

 Look for countries that are English Speaking

 USA/Canada

 Australia

 Malaysia

# Why Malaysia

- 👤 English Speaking
- 👤 Nursing shortage
- 👤 Many staff UK trained
- 👤 Behind on Technology
- 👤 Government assistance
- 👤 Great climate!!!

# Malaysia Market

- Current Nursing Popn. 50,000
- Requirement by 2010 is 170,000
- No Agencies
- Each unit/ward runs their own temp staffing
- Proposal to set up Temporary Staffing Service
- Individual/Central service
- Flexibility

# Market Opportunity

- Private sector
- Public sector
- Competition
- Domain experience
- Growing staff shortage

# Market Size

 Public Sector - 140 Hospitals

 Private Sector - 129 Hospitals

 Size

 Groups - KPJ - 17 hospitals, Columbia Asia 8,

 Main target Private Sector

 Competition

# Assistance in Malaysia

- 🚶 OMIS
- 🚶 Solo Participation TAP Scheme
- 🚶 Trade Mission
- 🚶 Soft Landing Zone



- 🚶 BHC Help at Seminars

# Sun Way Medical Centre

- 👤 Based KL
- 👤 Part of Sun Way Group
- 👤 30 ward hospital
- 👤 New development
- 👤 Previous rostering experience
- 👤 Current situation

# Summary

- 🚀 Desk research
- 🚀 Agree route to market
- 🚀 Local Presence
- 🚀 Constant Contact with clients and prospects
- 🚀 Don't make Promises you can't keep!!!!