

**FEBRUARY EDITION**



**TALKING TRADE WEBINARS**

**DATE: FEBRUARY 5th 2022**

**KEYNOTE SPEAKERS:  
QUINCY HERBALS TEAM**



**PREPARED BY:  
FEMIBOYEDE CONSULTING**

# WEBINAR THEME:



**Going Global: The Process, The Challenges, The Strategies - A Case Study of Quincy Herbal Remedies**



# THE QUINCY HERBALS TEAM



**Dr Mrs Quincy Olasumbo Ayodele**  
CHIEF EXECUTIVE OFFICER OF  
QUINCY HERBALS



**Dr Tobi Ayodele Keeney**  
MANAGING DIRECTOR OF QUINCY  
HERBALS

**Barrister Marita Abdul**  
ED, LEGAL QUINCY HERBALS



# ABOUT QUINCY HERBALS

Quincy Herbals started in a small office at 16 Awolowo Road, Ikoyi in Lagos, Nigeria on June 16, 1996. The Chief Executive Officer and pioneer herbal slimmer, Dr. Mrs. Quincy Olasumbo Ayodele (hereinafter referred to as "Quincy"), comes from a long line of traditional medicine practitioners and used her grandmother's herbal remedies to effectively lose weight. In addition, Quincy saw the efficacy of the herbs in treating her obesity-related health conditions. As a qualified naturopath, she expanded her treatments to include herbal slimming, after graduating from the Nigerian College of Natural Medicine.

Quincy is a World Health Organization (WHO) expert on the development of African traditional medicine practice, practitioners, and products. Quincy Herbals has grown tremendously with several branches in Nigeria and a strong international presence and is repositioning itself to deliver its products and services globally in the 21st century.



# Going Global: The Process, The Challenges, The Strategies - A Case Study of Quincy Herbal Remedies

## GOING GLOBAL: The Process, The Challenges, The Strategies

A Case Study of Quincy Herbal Remedies



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# Going Global: The Process, The Challenges, The Strategies - A Case Study of Quincy Herbal Remedies

## INTRODUCTION



- In the past building an international brand used to be a feat exclusive to only a select few companies like Coca Cola and Nike.
- Eventually, with the barriers of international trade reduced, and with the advent of the Internet, small and mid-sized companies are now able to compete on a global space
- In starting a new business or seeking to increase growth at your current business by expanding into international markets, establishing and building a **brand identity** becomes essential.

2/15/2022

## PROBLEM STATEMENT/ CHALLENGES

While the Internet has made it much easier to build a global brand, a Nigerian brand faces some of the greater challenges in establishing a legitimate global brand identity. These issues include:

- Inadequate or burdensome international trade policies
- Underdeveloped processing plants and techniques,
- Discriminatory company policies that exclude a lot of African countries from doing business with them for lack of trust
- Lack of adequate funding from both internal and external investors.

Today, we will take examine the trajectory of the Quincy Herbs' brand; a small to mid-sized Nigerian herbal products brand that was able to achieve global recognition.



# Going Global: The Process, The Challenges, The Strategies - A Case Study of Quincy Herbal Remedies

## CASE STUDY



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### INTRODUCTION

Quincy Herbs is a family-owned business that originated in Nigeria West Africa in 1996. The matriarch, Dr. Mrs. Quincy Ayodele, comes from a long line of traditional medicine practitioners. She modernized and improved upon her grandparents' recipes, looking for the best herbs that would aid with health, weight loss and skin care.

Quincy worked hard to erase the erroneous negative stigma associated with practicing alternative medicine/naturopathy in Africa by persistently advocating for and spreading awareness on the modern practice structure of herbal medicine, and educating the general public about the proper practice and use of medicinal plants.

## CASE STUDY

### ACHIEVEMENTS

- Quincy Ayodele was appointed as a **World Health Organization (WHO) expert** on the development of African traditional medicine practice, practitioners, and products.

This enabled her to push the efficacy of medicinal herbs into the global forefront in order to make herbal medicine more mainstream and accepted especially in Africa.

- A **communiqué** was reached to integrate traditional medicine into the current healthcare systems of African nations. Currently, Ghana, Mali and South Africa have established partial health insurance coverage for traditional medicine products and services.

Additionally, over 34 research institutes have been established dedicated to the research and development of African traditional medicines.



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## CASE STUDY



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### ACHIEVEMENTS

- In addition to several wellness and health products using traditional medicine, Quincy Herbs also **developed a highly effective organic detox tea** to aid in weight loss, using the best quality herbs in the market.
- Her daughters, Tobi Keeney and Marita Abdul, later joined her in the business, and **created the "Q-Bright Plus" skin care** line in 2014 – each product carefully formulated to address the most common skin care problems faced by clients of all ethnicities, using quality and effective concentrations of natural ingredients and skin actives.
- Quincy Herbs has grown tremendously in Africa, with a strong international presence and is repositioning itself to deliver its products and services globally in the 21st century.

## CASE STUDY

### The Process - How did Quincy Herbs Go Global?

- **1. MEDIA CAMPAIGNS**
  - Quincy Herbs established legitimacy of the brand through **aggressive and consistent media campaigns**. Before the advent of the Internet, the founder spent years as a regular on every major TV, radio and print media platform in Nigeria.
  - The company accepted most interviews and opportunities to introduce the audience to the product/industry they were offering.
  - With the founder being a pioneer in the field of herbal products in Nigeria, **consistent education and advocacy about the efficacy and safety of the products** proved to be instrumental in getting the products and the industry as a whole to be accepted, and even revered.



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## CASE STUDY



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### The Process - How did Quincy Herbs Go Global?

- 2. VERTICAL GROWTH STRATEGIES
  - Vertical growth primarily means **scaling your service/product within your existing line of business**; or simply put, improving your product/service.
  - The main feature of the Quincy product originally started primarily as a weight loss service, but gradually expanded to include skin care, and then natural products for the treatment or improvement of symptoms caused by chronic diseases, and now includes a full-serviced holistic medical clinic.
  - By adopting a virtual growth strategy, the company was able to hone its products for a period of over 20 years, before deciding to go global. Its products and methods are tried-and-true, adapted to the needs and demands of the target markets.

## CASE STUDY

### The Process - How did Quincy Herbs Go Global?

- 3. HORIZONTAL GROWTH STRATEGIES
  - Horizontal growth primarily means **expanding the product or service to new markets, be it new geographies or business domains**.
  - In 2014, Quincy Herbs decided to dip its foot into international waters, by:
    - Preparing and launching a few of its products to cater to an international market;
    - opening up an international e-commerce website that delivered world-wide
    - becoming a recognized and successful Amazon seller
    - going on a media campaign in the US that included:
      - Producing and airing a nationwide commercial featuring a well-recognized celebrity millionaire from the popular TV show "Shark Tank," Kevin Harrington
      - Published in major health and beauty magazines like Harpers Bazaar
      - Featured in the famous 2017 Oscars' and Grammy's swag bags, distributed to their major attendees
      - Featured on a major TV talk show called "Modern Living with Kathy Ireland"

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# Going Global: The Process, The Challenges, The Strategies - A Case Study of Quincy Herbal Remedies

## STRATEGIES



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### INTRODUCTION

It is well known that herbal medicines have become mainstream on a global scale. Supplements such as garlic, turmeric, and ginger can be found in almost every household that hold therapeutic qualities and have shown efficacy in research studies.

As a matter of fact, 30 percent of total world trade is in medicinal plants. However, some countries have dominated the industry using certain strategies that proved successful. We will look at China for example:

China earns 6 billion dollars yearly in the export of herbal products. The country also exports 90% of its herbal products in value - added ( finished) form in comparison to India earning only about 93 million dollars. With just 30% being exported as value added products, India is still mostly exporting their herbs in raw forms.

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## STRATEGIES GOING GLOBAL

### HOW TO GET HERBAL PRODUCTS ON THE GLOBAL MARKETPLACE

- Promote Contract farming and manufacturing of medicinal plants and herbs to meet international standard
- Adoption of the latest technology in product processing at the entrepreneurial level
- Set up international standard testing laboratories
- Set up agricultural export zones in the major medicinal plants growing states ( for Nigeria)
- Link primary producers to the organized market
- Get funding for expansion through the Federal Government of Nigeria's Commercial Agriculture Development Programme (CADP) which has up to Nzoo Billion Naira bond

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# Going Global: The Process, The Challenges, The Strategies - A Case Study of Quincy Herbal Remedies

## CO-VIDEX



The CO-VIDEX is our novel product that has been used to successfully treat COVID-19 patients both in clinic and remotely with a 100% success rate along with an integrative protocol.

- PICRALIMA NITIDA (AKUAMMA PLANT)
- CYMBOPODON CIRATUS (LEMONGRASS)
- EUPHORBIA HIRTA (ASTHMA-PLANT)
- AZDIRACHTA INDICA (NEEM)
- CHROMOLAENA ODORATA (SIAM WEED OR FRENCH WEED)



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## CO-VIDEX



We put into account the various symptoms COVID-19 presents which include:

- respiratory illness including cough, dyspnea and pneumonia
- elevated systemic inflammation
- anemia
- pyrexia ( fever)
- gastro-intestinal issues
- liver problems from prolonged exposure to steroids and antipyretics typically used in the conventional treatment of COVID-19.
- the supplement can be used both as a prophylaxis or as a treatment for patients weighing 25kg and above.
- low toxicity and high therapeutic index

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- *Euphorbia hirta*, is known popularly as Cough Leaf in Yoruba “Ewe iko”, others know it as Snake weed.
- Traditionally the plant has been used for numerous female disorders, these findings have been documented. Recent studies have shown that it is also important in treating several respiratory ailments, especially cough, bronchitis and asthma.



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## AZADIRACHTA INDICA

- *Azadirachta indica* is a fast growing, evergreen tree found commonly in India, Africa and America. Neem is one of the most useful traditional medicinal plant in India.
- It is a highly esteemed tree with several beneficial properties and applications, especially known for its incredible therapeutic and ethnomedicinal values for mankind.
- Each part of the Neem tree has some medicinal property and is thus commercially exploitable. Several pharmacological activities and medicinal applications of various parts of Neem are well known.



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## THE SUGAR KILLER 911



The SUGAR KILLER 911 includes the following medicinal plants :

- PICRALIMA NITIDA (AKUAMMA PLANT)
- VITELLARIA PARADOXA



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*Picralima nitida* seeds, leaf and stem bark have the following effects:

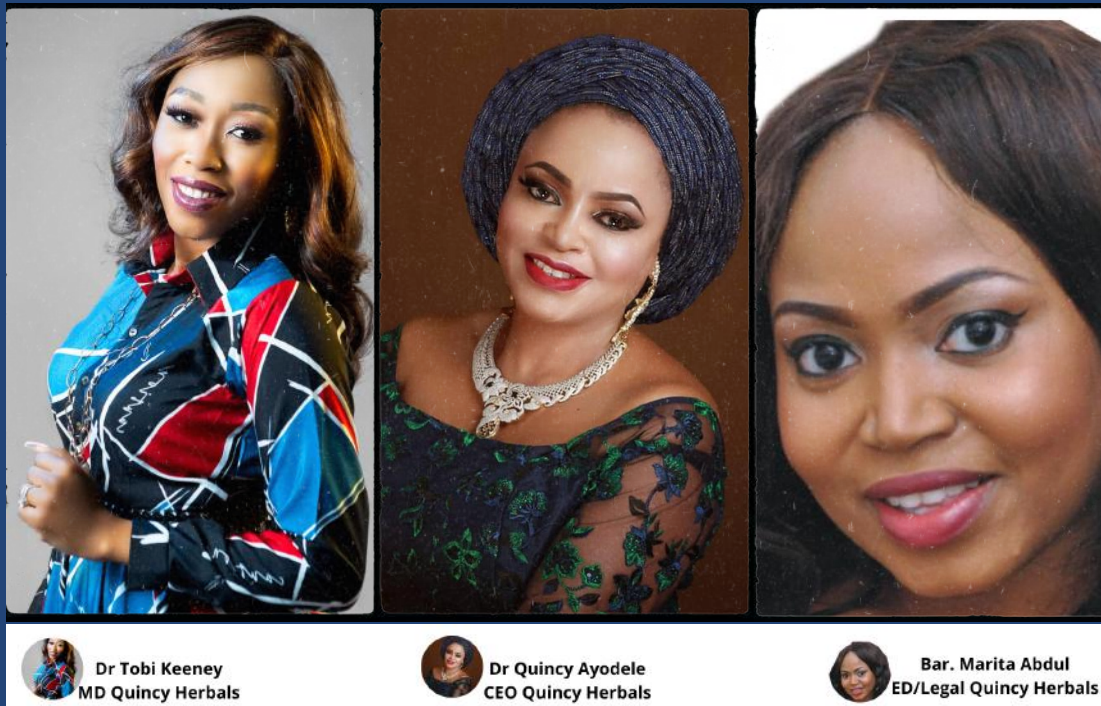
- Antipyretic
- Antidiabetic
- Anti-inflammatory
- Antioxidants
- Antifungal
- Anti-Enterobacterial
- Anti-COVID-19

(Ubulom *et al.*, 2011, Teugwa *et al.*, 2013, Agisha 2015, Attah *et al.*, 2021)



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5th February, 2022



 **Dr Tobi Keeney**  
MD Quincy Herbals

 **Dr Quincy Ayodele**  
CEO Quincy Herbals

 **Bar. Marita Abdul**  
ED/Legal Quincy Herbals



**Keynote Speakers:**  
**THE QUINCY TEAM**  
**Thank You!**

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