

APPENDIXES

APPENDIX 1
SURVEY QUESTIONNAIRE



KEPADA SESIAPA YANG BERKENAAN

Pembawa surat ini, Encik Cheah Tien Keat No. Kad Pengenalan A0382014 dan No. Matrik: EBC9330 ialah seorang penuntut yang sedang mengikuti kursus bagi ijazah Sarjana Pentadbiran Perniagaan (MBA) di Fakulti Ekonomi dan Pentadbiran, Universiti Malaya. Bagi memenuhi satu daripada kehendak-kehendak kursus ini beliau dikehendaki menyediakan satu Kertas projek. Beliau ingin menulis atas tajuk: EB699 Research Paper.

Penyiasatan penuntut ini dijalankan di bawah penyeliaan Prof. Madya Dr. Md. Nor Othman dari Fakulti ini. Kami sangat berbesar hati jika tuan/puan dapat memberi kerjasama yang sewajarnya untuk membolehkannya mengumpulkan maklumat-maklumat bagi menulis Latihan Ilmiah/Kertas Projek tersebut. Atas kerjasama tuan/puan itu saya dahului dengan ucapan terima kasih.

Prof. Madya Dr. Pazim @ Fadzim Othman
Timbalan Dekan

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A SURVEY ON
DISTRIBUTOR SELECTION CRITERIA
IN MALAYSIA

Dear Sir/Madam,

This questionnaire is part of a MBA research project which aims to assess the criteria used by pharmaceutical company in choosing an industrial distributor in Malaysia.

Your participation as a respondent is greatly appreciated. Please note this survey is anonymous and none of the information requested is sufficiently detailed to identify you or your firm.

Please answer ALL questions, and please mail back the completed questionnaire with the postage-paid reply envelope. Thank you in advance for your assistance and also for you help by returning this questionnaire.

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PART I - Selection Criterias

Please think of if you were a manager from an international organization looking for a local distributor in Malaysia, how important would it be to you each criteria listed below.

(Please circle ONE appropriate number)

- 1 = Not Important
- 2 = Slightly Important
- 3 = Of Low Importance
- 4 = Of Moderate Importance
- 5 = Of High Importance
- 6 = Very High Importance
- 7 = Extremely High Importance

Example. Of High Importance is circled as :

1	2	3	4	5	6	7
				5		

Not important
Slightly important
Of low importance
Of moderate importance
Of high importance
Very high importance
Extremely high importance

- | | | | | | | | |
|--|---|---|---|---|---|---|---|
| 1. Distributor should be able to finance future expansion and subsequent growth. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 2. Distributor has a big sales team. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 3. Distributor's sales team should be technically competent. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 4. Distributor does not carry conflicting product. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 5. Distributor carries compatible product. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 6. Distributor carries complementary product. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 7. Distributor should have good reputation among current and past customers. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 8. Distributor can covers all key customers. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 9. Distributor has branches in all major towns. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 10. Distributor has different sales team for different customer category (ie. OTC and ethical team). | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 11. Coverage should include key customers and every related person. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 12. Distributor had been growing for the past five years. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |

	Not important 1	Slightly important 2	Of low importance 3	Of moderate importance 4	Of high importance 5	Very high importance 6	Extremely high importance 7
13. The management has an excellence marketing capability.	1	2	3	4	5	6	7
14. The management has commitment to achieve sales target.	1	2	3	4	5	6	7
15. Type of leadership should be similar to your philosophy.	1	2	3	4	5	6	7
16. Distributor should be entrepreneurial.	1	2	3	4	5	6	7
17. Distributor is willing to participate in trade exhibition.	1	2	3	4	5	6	7
18. Distributor is willing to spend on advertising and promotion.	1	2	3	4	5	6	7
19. Distributor has high acceptance of training assistance.	1	2	3	4	5	6	7
20. Distributor has ability to maintain sufficient inventory.	1	2	3	4	5	6	7
21. Distributor has appropriate warehousing facility, eg. cold room.	1	2	3	4	5	6	7
22. Willingness to invest in sales training.	1	2	3	4	5	6	7
23. Willingness to invest in product training.	1	2	3	4	5	6	7
24. Charge a reasonable margin for distributorship.	1	2	3	4	5	6	7
25. Fast product delivery.	1	2	3	4	5	6	7
26. Be able to provide technical advice to customers.	1	2	3	4	5	6	7
27. Be able to provide after sales service and maintenance.	1	2	3	4	5	6	7
28. Be able to give product demo upon request.	1	2	3	4	5	6	7

29. Be able to provide administrative assistance, eg. EDP, accounting and product registration.	1	2	3	4	5	6	7
30. Have good connection with government official.	1	2	3	4	5	6	7
31. Have good contact with key customers.	1	2	3	4	5	6	7
32. Have the ability to conduct market research.	1	2	3	4	5	6	7
33. Have the skill to negotiate.	1	2	3	4	5	6	7
34. Have a good credit policy to end customers.	1	2	3	4	5	6	7
35. Have a good payment collection from customers.	1	2	3	4	5	6	7
36. You have control on overall distributor's activities.	1	2	3	4	5	6	7
37. Distributor should have good market knowledge.	1	2	3	4	5	6	7
38. Willingness to drop competing product lines.	1	2	3	4	5	6	7

PART II - Present Distributor Used

Please tick the appropriate box, ie. ☒

1. Is your company presently using a local distributor eg. Zuellig Pharma, Diethelm, Summit etc.?

☐ Yes

☐ No

(If no, please go to **PART III**)

2. How many distributors are your company currently working with ?

☐ 1

☐ 2

☐ 3

☐ 4 and more

3. What is the overall level of satisfaction with the distributor(s) that you are currently working with ?

☐ High

☐ Above average

☐ Average

☐ Below average

☐ Low

PART III - Your Company (The following questions are for statistical information only)

Please tick the appropriate box, ie. ☒

1. What is the company's main product line ?

- ☐ OTC products
- ☐ Prescription drugs
- ☐ Medical equipments

2. What is the total number of your company products ?

- | | |
|----------------------------------|---------------------------------------|
| <input type="checkbox"/> 1 - 10 | <input type="checkbox"/> 31 - 40 |
| <input type="checkbox"/> 11 - 20 | <input type="checkbox"/> 41 - 50 |
| <input type="checkbox"/> 21 - 30 | <input type="checkbox"/> 50 and above |

3. Where is the country of origin of your company ?

- | | |
|--|--|
| <input type="checkbox"/> Africa | <input type="checkbox"/> Japan |
| <input type="checkbox"/> Asia (except Japan) | <input type="checkbox"/> North America |
| <input type="checkbox"/> Australia/New Zealand | <input type="checkbox"/> South America |
| <input type="checkbox"/> Europe | |

4. What is your company annual turnover ?

- | | |
|--|---|
| <input type="checkbox"/> RM 5.0 millions and below | <input type="checkbox"/> RM 15.1 - 20.0 millions |
| <input type="checkbox"/> RM 5.1 - 10.0 millions | <input type="checkbox"/> RM 20.1 millions and above |
| <input type="checkbox"/> RM 10.1 - 15.0 millions | |

5. What is your company paid up capital ?

- | | |
|--|---|
| <input type="checkbox"/> RM 2.0 millions and below | <input type="checkbox"/> RM 8.1 - 10.0 millions |
| <input type="checkbox"/> RM 2.1 - 4.0 millions | <input type="checkbox"/> RM 10.1 - 12.0 millions |
| <input type="checkbox"/> RM 4.1 - 6.0 millions | <input type="checkbox"/> RM 12.1 - 14.0 millions |
| <input type="checkbox"/> RM 6.1 - 8.0 millions | <input type="checkbox"/> RM 14.1 millions and above |

6. What is the percentage of foreign equity ownership ?

- | | |
|--|---|
| <input type="checkbox"/> 0 - 10.0 % | <input type="checkbox"/> 50.1 - 60.0 % |
| <input type="checkbox"/> 10.1 - 20.0 % | <input type="checkbox"/> 60.1 - 70.0 % |
| <input type="checkbox"/> 20.1 - 30.0 % | <input type="checkbox"/> 70.1 - 80.0 % |
| <input type="checkbox"/> 30.1 - 40.0 % | <input type="checkbox"/> 80.1 - 90.0 % |
| <input type="checkbox"/> 40.1 - 50.0 % | <input type="checkbox"/> 90.1 - 100.0 % |

7. Your company's year of establishment in Malaysia : _____ year(s) in Malaysia.

PART IV - Your Background Information (The following questions are for statistical information only)

Please tick the appropriate box, ie. ☒

1. Sex

☐ Male

☐ Female

2. Race

☐ Malay

☐ Chinese

☐ Indian

☐ Others (please specify) _____

3. Age

☐ 21 - 25

☐ 41 - 45

☐ 26 - 30

☐ 46 - 50

☐ 31 - 35

☐ 51 and above

☐ 36 - 40

4. Education

☐ Primary

☐ Secondary

☐ Tertiary

5. Level of management in present company

☐ Senior management

☐ Middle management

☐ Junior management

... **End** ...



Thank you very much for your time and assistance.

APPENDIX 2
LIST OF MPTMA MEMBER COMPANIES

LIST OF MPTMA MEMBER COMPANIES

- | | |
|--|--|
| 1. Abbott Laboratories (M) Sdn Bhd | 37. Primaburni Sdn Bhd |
| 2. Antah Pharma Sdn Bhd | 38. Procter & Gamble (Malaysia) Sdn Bhd |
| 3. Astra Pharmaceutical (M) Sdn Bhd | 39. Quest Vitamins (ASEAN) Sdn Bhd |
| 4. B. Braun Medical Supplies Sdn Bhd | 40. Reckitt & Colman (O) Ltd |
| 5. Bayer (Malaysia) Sdn Bhd | 41. Rhone-Poulenc Malaysia Sdn Bhd |
| 6. Beaufour Ipsen International | 42. Roche (Malaysia) Sdn Bhd |
| 7. Blackmores (Malaysia) Sdn Bhd | 43. Safire Pharmaceuticals (M) Sdn Bhd |
| 8. Boehringer Ingelheim Division | 44. Sandoz Pharmaceuticals (Malaysia) Sdn Bhd |
| 9. Boehringer Mannheim Malaysia | 45. Sanofi (Malaysia) Sdn Bhd |
| 10. Boustead Trading (1985) Sdn Bhd | 46. Sanofi Winthrop Sdn Bhd |
| 11. Bristol-Myers Squibb (M) Sdn Bhd | 47. Scanlab Sdn Bhd |
| 12. Cambert Malaysia Sdn Bhd | 48. Schering AG Berlin/Bergkamen |
| 13. Ciba-Geigy (M) Sdn Bhd | 49. Schering-Plough Sdn Bhd |
| 14. Diethelm Malaysia Sdn Bhd | 50. Schmidt Scientific Sdn Bhd |
| 15. Drug Houses of Australia (Far East) Sdn Bhd | 51. Searle Malaysia Sdn Bhd |
| 16. Eisai Malaysia Sdn Bhd | 52. Las Laboratories Servier |
| 17. Eli Lilly (M) Sdn Bhd | 53. Sime Darby Marketing Sdn Bhd |
| 18. FP Marketing (M) Sdn Bhd | 54. Smithkline Beecham Consumer Health Sdn Bhd |
| 19. Falding Pharmaceuticals (M) Sdn Bhd | 55. Smithkline Beecham Pharmaceuticals |
| 20. Glaxo Wellcome Malaysia Sdn Bhd | 56. Sterling Health (Malaya) Sdn Bhd. |
| 21. Guthrie Malaysia Trading Corporation Sdn Bhd | 57. Summit Co (M) Sdn Bhd |
| 22. Hoechst Malaysia Sdn Bhd | 58. Syntex Pharmaceuticals Division |
| 23. Inchcape Eastern | 59. The Boots Co (FE) PTE LTD |
| 24. Jebson & Jessen Industrial Services Sdn Bhd | 60. Unam Corporation (M) Sdn Bhd |
| 25. Johnson & Johnson Sdn Bhd | 61. United Italian Trading Malaysia |
| 26. Kontrak Manufacturing Services Sdn Bhd | 62. Upjohn Company S.A. |
| 27. Lederle Laboratories | 63. Waleta Malaysia Sdn Bhd |
| 28. Leo Pharmaceutical Products | 64. YSP Industries (M) Sdn Bhd |
| 29. Merck (Malaysia) Sdn Bhd | 65. Zeneca Pharma Malaysia |
| 30. Merck, Sharp & Dohme | 66. Zuellig Pharma Sdn Bhd |
| 31. Novo Nordisk A/S | 67. 21st Century Products Sdn Bhd |
| 32. Organon (M) Sdn Bhd | 68. 3M Malaysia Sdn Bhd. |
| 33. Parke Davis Sdn Bhd | |
| 34. Pfizer (Malaysia) Sdn Bhd | |
| 35. Pharmacia (M) Sdn Bhd | |
| 36. Pharmmalaysia Berhad | |