

## **ABSTRACT**

A mailed survey was conducted to access the selection criteria used by international pharmaceutical companies to choose a distributor in Malaysia. 38 selection criteria were used in a mailed questionnaire. Respondents were asked to self administered a 7-points scale ranging from 1 = not important to 7 = extremely high importance. Respondents were from the member list of Malaysian Pharmaceutical Trade and Manufacturers Association (MPTMA). A total of 52 questionnaires were sent out, 31 of them replied (59.6% response rate). Mean scores were used to compared the relative importance of the selection criteria. The result found out five most important criteria out of the 38 criteria listed are:

1. Fast product delivery.
2. Distributor can covers all key customers.
3. Coverage should include key customers and every related person.
4. Distributor has appropriate warehousing facility.
5. Distributor should have good reputation.

All 38 criteria were rated high by respondents. The smallest mean score was 4.39. The implication of this study is, if a distributor want to be competitive and be attractive to foreign pharmaceutical companies, they must pay extra attention to these criteria as all of the criteria are important.