

ACD-5656
MSA 8/1/79

**THE CRITICAL SUCCESS FACTORS FOR LOCAL
PHARMACEUTICAL MANUFACTURERS**

By

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Submitted to the Faculty of

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University of Malaya

in partial fulfilment of

the requirement for

the Degree of

MASTER OF BUSINESS ADMINISTRATION

February 1997

Perpustakaan Universiti Malaya



A507470286

ACKNOWLEDGEMENT

I would like to express my appreciation to my supervisor Mr. Cyril Hilaris Ponnu for his support and guidance for this study. Gratitude is also extended to various individuals who have assisted with suggestions and comments for the study. I would also like to extend my indebtedness to my family members, especially my wife for her support and understanding throughout the course of my study. Last but not least my gratitude goes to The Almighty who has been lighting my way all this time.

ABSTRACT

This study examines the environment in which the Pharmaceutical Manufacturing Industry operates. A qualitative analysis using data collected from the manufacturers, National Pharmaceutical Control Bureau, Ministry of International Trade and Industries and from personal interviews with key people in the industry, five critical success factors for the industry are identified.

They are - a need for R & D, requirement of cheap funds, need for trained technicians compliance to strict regulatory requirements and the issue of trade liberalisation i.e. adapting to change on AFTA implementation.

From an external audit of the industry, it is observed the opportunities far outweigh the threats. A proper focus on the success factors identified during strategy formulation and implementation would strengthen the industry and lead it into the next era where trade liberalisation would be a norm.

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