

## 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.