

Chapter IV

RESEARCH METHODOLOGY

This chapter discusses the sample of the study and the data sources

SAMPLE

The samples was taken from the membership of the Malaysian organization of Pharmaceutical Industries whose membership encompasses all the licensed pharmaceutical manufacturers in Malaysia. They number 62, 39 of them are manufacturers of scheduled poison while the rest are non-poison or traditional or herbal drugs manufacturers.

Since the objective of the study is to identify the success factors of the Industry, the whole membership was taken as a sample frame.

DATA SOURCE

To identify the success factors of the industry the data was obtained from in-house publications obtained Malaysian Organization of Pharmaceutical Industries. From the memorandum of dialog between Malaysian Organization of Pharmaceutical Trade and Manufacturers Association and also from the working paper submitted to the Ministry of health on the “Development of Pharmaceutical Industry in Malaysia”. The data from the Malaysian Pharmaceutical Trade and Manufacturers Associations publication Basic

Industry Data 1994 was also accessed . Data was also extracted from “The Second Industrial Master Plan 1996-2005” published by the Ministry of International Trade and Industry in 1996. Some Data was obtained from papers presented in seminars on the Industry by officers of the National Pharmaceutical Control Biro and from the Annual Report of the same agency.

Most of the manufacturers being family owned or local players and the very fact market being highly competitive and with a high entry barrier information and statistics for the Industry are unavailable. Thus Personal interviews with officers of some manufacturing companies were conducted. Discussions and views expressed and collected from them have been utilized to validate information obtained from the rest of the sources.

DATA ANALYSIS

Data from literature collected from the target organizations viz. the Malaysian Organisation of Pharmaceutical Industries and the Malaysian Pharmaceutical Trade and Manufacturing Association were reviewed to identify the views of the industry. The problems faced by the industry were noted. The reports and literature obtained from the National Pharmaceutical Control Bureau, the regulatory authority of the industry was reviewed and relevant data collected. The Annual Report of the organization from 1992-1995 was reviewed. The Ministry of International Trade and Industries was able to furnish the 2nd Industrial Masterplan 1996-2005 which had relevant data on the government's strategy for the future of the Pharmaceutical Industry.

Some key personnel in the manufacturing and marketing (finished goods) sector were contacted and discussion concerning the above research was held informally and their views and information relevant to this study was collected, and information gathered from the literature was validated vide this discussions. The key personnel who were interviewed are important decision makers in their respective organization

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