

Issue of reverse logistics, a case of pharmaceutical
company (Omana Int.)



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Introduction

The Pharmaceutical Companies are geographically spread all over Pakistan. The production units of the pharmaceutical industry were in major cities like Karachi, Lahore and Peshawar (Gopinathan, U. 2019).

Pharmaceutical Sector of Pakistan is growing at swift of 15% annually. Pharmaceutical Sector is providing essential health care products to citizens and introduced them to revolutionary pharmaceutical Preparations. From the Latest Fact and figure, there are more than 700 Pharmaceutical Manufacturing units in Pakistan and the total worth of Exporting Worth over \$200 Million to more than 60 Countries. The 27 MNC s are operating in Pakistan pharmaceutical industry (PPMA, Industry Report, 2017).

In term of the Monetary value of the Pharmaceutical Industry of Pakistan, the size of the industry is \$3.10billion. While the overall size of the global pharmaceutical market is estimated to be over 1 trillion so the Pakistan pharmaceutical industry is hardly 0.5 % of the total market (PPMA, Industry Report, 2017).

Supply Chain in the Pharmaceutical Industry

As mentioned above there are two types of companies in the Pharmaceutical industry. The manufacture and the MNCs which are operating in Pakistan. The Supply chain of both Firms would be different from each other. The distribution ratio is roughly 40:60 between the MNCs and the local firms (PPMA, Industry Report, 2017).

- Supply Chain of Manufacturing Firm

