

**Manufacturing and Distribution Analysis of SB (Sadiq Brothers) Pharma RWP in
Pharmaceutical Drugs**

By

Muhammad Khurram Waheed

01-120121-055

Moeed Abbasi

01-120121-041

Nida Butt

01-120121-063

MBA-7

Supervisor Name

Ms. Aqsa Amir

Table of Contents

Chapter 1	4
INTRODUCTION	4
1.0 Introduction.....	4
1.2 Problem Statement.....	8
1.3 Research Questions and Objectives	9
1.4 Research Questions	9
1.5 Proposed Methodology	9
1.6 Rationale of Study.....	10
1.7 Structure of Report.....	10
Chapter 2	12
2.0 Literature Review.....	12
2.1 Introduction.....	12
2.2 The Nature of Distribution.....	14
2.3 Functions of Distribution Channels	14
2.4 Types of Distribution Channels	15
2.5 Channel Strategy	16
2.6 Channel Integration.....	17
2.7 Channel Management	17
2.8 Challenges Perceived by Local Pharmaceutical Manufacturers	18
2.8.1 High Operating Costs due to Inadequate and Unreliable Utilities	18
2.8.2 Poor Infrastructure	18
2.8.3 Shortage of Human Resources.....	18
2.8.4 Inadequate Government Support	19
2.8.5 Inadequate Financing	19
2.8.6 Low Prices of Imported Products.....	19
2.8.7 Lack of Accessory Industries.....	20
2.8.8 Port Delays:.....	20
2.9 Future Scope for Application of Postponement in Pharmaceutical Supply Chains	20
2.9.1 Technology Developments	20
2.9.2 Inventory Policy	21
2.9.4 Parallel Importing Issues.....	21

2.9.5 Drug Delivery Change Constraints	21
2.10 Pharmaceutical in Pakistan	21
Chapter 3	23
Theoretical Framework	23
3.1 Introduction.....	23
3.2 Hypothesis Development	23
3.3 Research Design and Methodology	24
3.3.1 Research Design.....	24
3.3.2 Data collection techniques	24
3.4 Sampling Design.....	24
3.4.1 Target Population.....	24
3.4.2 Sampling Frame and Sampling Location.....	24
3.5 Content Validity.....	25
3.6 Unit of Analysis	25
3.7 Type of Study.....	25
3.8 Time Horizon	25
3.9 Sample Techniques	25
3.10 Sampling Size	25
3.11 Research Instrument.....	26
3.12 Data Analysis Tool	26
Chapter 4	27
Results and Discussion	27
4.1 Results of Distribution Analysis	27
4.2 Results of Manufacturing Analysis	32
4.2.1 Quality Management.....	34
4.2.2 Channel Strategy	36
Chapter 5	45
Conclusion and Recommendations	45
5.1 Introduction.....	45
5.2 Conclusion of Study.....	45
5.3 Recommendations.....	46
5.4 Study Limitations.....	47