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# 1 Executive Summary

Olive laboratories were formed back in the year 2003 and got there compulsory licensing in the very same year. Since then it has enjoyed huge success. The company has over 250 registered medicines which it can produce. Currently it is producing around 60 medicines. Omnidol is the most popular of them all. Even when we visited the plant, Omnidol was being manufactured. It accumulates for 90% of the total sales.

Pakistan has a very vibrant and forward looking pharmaceutical Industry. At the time of independence in 1947, there was hardly any pharmaceutical industry in the country. The Pakistan Pharmaceutical Industry meets around 70% of the country's demand of Finished Medicine. The domestic pharmaceutical market, in term of share market is almost evenly divided between the Nationals and the Multinationals (Smith & Quelch, 1991).

The National pharmaceutical industry has shown a progressive growth over the years, particularly over the last one decade. The industry has invested substantially to upgrade itself in the last few years and today the majority industry is following Good Manufacturing Practices (GMP), in accordance with the domestic as well as international Guidance. Currently the industry has the capacity to manufacture a variety of product ranging from simple pills to sophisticated Biotech, Oncology and Value Added Generic compounds (Aamir & Zaman, 2011).

All is not as good in Pharmaceutical industry, as it seems from the outside. Industry is really corrupt. Doctors, chemist shops and hospital pharmacies all sell the items that make them most money, irrespective of which product is better for the customers. It is the duty of a company's sales team to approach and convince a doctor to sell its products. Sales job are considered to be the toughest jobs in the world. In medicine industry the job get even tougher. The whole industry survives on sales representatives.

In comparison to most of the successful companies operating in the industry Olive laboratory do not have a sales team. That is the major reason, for company's loss, over last 5 years. For future survival the company must establish a sales team, that can enhance the profit margins of the company and the image. It is really essential to increase the awareness among consumers too. No matter how much a doctor recommends a certain drug, people would never ask for it when they go to chemist shop.