

**A Comparative Study Of Multinational And  
National Pharmaceutical Companies  
With Special References To Their Prices And  
Quality.**

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## EXECUTIVE SUMMARY

The approach taken in the study was to compare the Multinational and National Pharmaceuticals companies' products, their prices, and their quality. Five companies Was selected for the study (Wilson's, Werrick's) are the national companies, ICI, GSK, Roche) are Multinational.

However, the main reason for choosing these companies was that because their product's prescription was high. The research conducted involved an extensive examination of the relevant literature. Primary data regarding different products was collected through detailed questionnaire.

This approach provided accurate comparative results of Multinational and National pharmaceuticals companies' products, acceptance, their prices, and their quality. Also various tests were applied to explore significant differences between the Multinational and National companies prices, and quality.

The study concludes that people like National companies products as compare with the Multinational companies products. The main reason is that National companies also implement those standards, which are essential for the improvement of the companies' products. The other reason is that Pakistan is the poor country purchasing power of the people is low. That's way people like national companies products.

The other reason is that Multinationals pharmaceutical companies sent the huge profit back to "Home country" via over invoicing/transfer pricing and not kept in Pakistan where they are actually earned.

They are exploiting the poor people of Pakistan where the earning power is less than US\$1 a day by charging extremely high prices e.g.,

So that's way doctors and medical storeowners like the National companies products as compare Multinational companies products.