

MEDISAVE PHARMACEUTICAL IN REGIME: ISSUES AND PROSPECTS

Rimsha Shahzadi, Superior University
Attiqua Khaliq, Superior University

ABSTRACT

It was 2005, when someone thought that we must lead an organization which should contribute economically and should be symbol of solidarity and happiness on the planet. Surprisingly five years has been spent by doing marketing of different pharmaceutical companies. There is no own brand name and product for recognition in market. A marketing business which was started with low initial capital was generating revenue of Rs. 4 million (Rs. 69 = US \$ 1) per month in late 2004. It was unwanted for us that we were getting too low from the market even market was unleashing billion of rupees opportunity. Till when we should work as contractor which led to quality complain sometime late deliveries in orders and many redundant things for customers. Above tensions made possible for a young entrepreneur named Chaudry Imtiaz Ahmad to setup a pharmaceutical complex which will not only resolve the above issues but a milestone in economic development and cure and alleviate illness and save human lives as well. Medisave was the only name that hit up in minds of consumerists.

Keywords: Human Resource Management, Pakistan Economic Survey, Gross National Revenue, Average Age.

INTRODUCTION

It was in 2005, that Pakistan entered the pharmaceutical industry to provide high-quality pharmaceutical products (GMP)¹ based on meeting the national and international standards of the drug market. It was accumulating the need for health to decrease diseases. It was a matter of enormous delight and privilege to broadcast that outline of dreams in 2005. It has been realized in Pakistan at Lahore in the form of a state-of-the-art pharmaceutical plant. Over those five years, I feel indebted to declare that our management contributed in all stages as talent, time, and treasure to ensure that this project is completed. We faced many issues during this period, but our efforts made this project highly successful. I would like to include here that my staff team is very hardworking and supportive at all levels, and they keep me confidential so I can rely on them due to my beliefs (Chairman Message).

Keeping in mind a mission, which is why Pakistan is flaunted in pharmacy products regardless of abundant natural resources and human abilities, the investor stepped into the business. Another thing that was distressing to the entrepreneur was, “*Why can't we be the leading pharmacist*” Miserably, we are just producing. 31 percent of the total production of pharmacy products. Although it was an infant production plant with a capacity of twenty-five thousand products (Annexure Table 1) in different categories of disease with an annual sales return of 100 million rupees per month.

Annexure Table 1		
CAPACITIES OF PRODUCTION		
ANNUAL CAPACITY TOTAL WORKING DAYS 253 SINGLE SHIFT 8 HOURS		
1.	General Tablets Manufacturing Area	
	Tablets	100.0 Millions
	Machine of Blister Packing (ALU-ALU)	60.0 Millions
	PVC	150.0 Millions
2.	General Capsules Manufacturing Area	
	Capsules	17.0 Millions
3.	Antibiotic Tablet Manufacturing Area	
	Tablet Compression	50.0 Millions
	Blister Packing	150.0 Millions
4.	General Capsules Manufacturing Area	
	Dry Powder Suspension	1.2 Million bottles
5.	Liquid Manufacturing Area	
	Manufacturing	5.0 Lit lac.
	Filling (4 nozzles)	2.5 Millions
6.	Cephalosporin Area	
	Capsules	15.0 Millions
	Dry powder Suspension	1.35 Million bottles
	Injectable	3.5 Millions
7.	Ampoules Area (Liquid)	
	Ampoules	7.0 Millions
8.	Infusion Area	
	Infusion (SVP)	5.0 Lac vial

Pharmacy Insight

Qureshi et al. (2014) Reduce the cost; reduce the cost, together to sustain its economic incentive the pharma companies need to make it essential for the pharm industry to use proficient, systematic approaches to drug discovery, formulation, design and developing responsible marketing strategies to attract customers out of saturated market. The growth of international pharmaceutical market is expected (\$1,075.96 billion in 2021 to \$1,136.22 billion in 2022) at a (CAGR) composite annually growth rate of 5.6%. The expectation of market to reach \$1,635.127 billion in 2026 at a composite annually growth rate of 9.5%. According to IMS² the health report shows the global production of drugs (medicines) market was approximately \$1.48 trillion in year 2022, whereas the developing countries are expected to be major contributors of this growth. The strong expansion from developing countries as compare to developed countries drug market is due to occurrence of deprived health amenities, disease, and enormous population growth.

According to worldwide sale of pharmaceutical companies is \$1.42 trillion and the share of Pakistan in global pharmaceutical drug market is \$3.2 billion only in 2021. With the passage of time PPI has flourished. At this time there are 650 companies having legal drugs manufacturing licenses in which (30 MNC's³ and local 620 are producing drugs in Pakistan. Top 30 companies which are contributing highly in Pakistani market are listed in (Annexure Table 2).

1. Abbott laboratories	16 .Indus
2. Hilton	17. Platinum
3. Aventis	18. Nabi Qasim
4. Sami	19. Jhon sons
5. Bosch	20. CCI
6. Roche	21. Novertis
7. High-q pharmaceutical	22. Merck
8. Searle Biosciences	23. Pfizer
9. Getz pharma	24. B H
10. Ici Pakistan	25. BM Squib
11. Lilly	26. GSK
12. Geo pharma	27. High noon
13. Feroz sons	28. Nestle
14. Atco	29. Hilton
15. OBS	30. AGP

At the beginning Pakistan had to suffer so many difficulties because it was like new baby born in the world. All the systems and developments were prevailing in India. Pharmaceutical industry was one of the areas which were deadly affected with discrimination of India. Glancing in past the history of Pakistan's pharmaceuticals industry, it indicates the three main phases of industry. 1948 to 1971 was the start of first phase. At the time of independence, Pakistan had no traders and pharmaceutical industries which can compete in world market or at local level even. All the importers were working in India who was importing all the medicines for subcontinent.

Hafeez, U., & Akbar, W. (2015) Being familiar with all above obstacles and importance of pharmaceutical industry, government of Pakistan established two pharmaceutical units in the area of Islamabad and Mianwali named as "*Khurum Chemicals Limited*" and "*Antibiotics Private Limited*" with the help of PIDB (Pakistan industrial development board). The advancement of the pharmaceuticals industry started right after the independence which continued till 1971 because of the advantageous policy of government. Due to the right industrial spirit and direction industry reached its peak point and got the leading position in the Asia. 1972 to 1991 second stage was started which decrepit era for pharmaceutical industry due to discriminatory policies of the government. Malik, M. S., & Kanwal, L. (2018) Throughout this time period the national pharmaceutical companies suffer a lot, which result the earlier created drug markets were vanished. Adding more, traders started to import manufactured medicines in low prices with authorization of government (Annexure Table 3), it resulted imports discouraging of national medicines at large scale. Mitchell et al. (2001) Last and third stage started its journey from 1991 to date which was again a favorable time for pharmaceutical companies because government decided to de-legalized the pricing strategy. It was good news for the industry because now they can play free where companies could fix the same price as multinational companies could. National companies grew up by obtaining more market share and international companies tried to exploit new regions.

Annexure Table 3 LIST OF IMPORTERS IN PAKISTAN									
S.NO	Company	Contact Person	Telephone	Country	City	Photos	Hits	Date	
1	CCL PHARMACEUTICALS (PVT.) LTD.	ASRAR AHMAD QURESHI	+92425140971	Pakistan	Karachi	✗	122	26-May-2006	Details Inquire Now
2	NAZIR NATURAL CURE	IRFAN AHMED SHAIKH	+92222610633	Pakistan	Hyderabad	✗	79	21-May-2006	Details Inquire Now
3	NABIQASIM INDUSTRIES(PVT.) LTD.	DR. MUHAMMAD ASHRAF	+92215066316	Pakistan	Karachi	✗	75	5-May-2006	Details Inquire Now
4	HAIR CLUB	DR. NISAR RASHEED	+92215838429	Pakistan	Karachi	✗	57	5-May-2006	Details Inquire Now
5	PACIFIC	SAJID ULLAH GHUMMAN	+92427540491	Pakistan	Lahore	✗	65	21-Apr-2006	Details Inquire Now
6	PHARMAGEN LTD.	NAVEED N. SIDDIQUI	+92422414262	Pakistan	Lahore	✗	83	20-Apr-2006	Details Inquire Now
7	NAZIR NATURAL CURE	IRFAN AHMED SHAIKH	+92222610633	Pakistan	Hyderabad	✗	45	20-Apr-2006	Details Inquire Now
8	RAVI MEDICAL SUPPLIES (PVT.) LTD.	MUHAMMAD DANISH	+92425713050	Pakistan	Lahore	✗	71	20-Apr-2006	Details Inquire Now
9	P.D.H. PHARMACEUTICALS (PVT.) LTD. P.D.H. LABORATORIES (PVT.) LTD.	YASIR IMRAN	+924211122522	Pakistan	Lahore	✗	81	20-Apr-2006	Details Inquire Now
10	CCL PHARMACEUTICALS (PVT.) LTD.	ASRAR AHMAD QURESHI	+92425140971	Pakistan	Lahore	✗	56	18-Apr-2006	Details Inquire Now
11	MARHABA LABORATORIES	HAKIM M. OSMAN	+9204211115215	Pakistan	Lahore	✗	60	18-Apr-2006	Details Inquire Now
12	NATIONAL CARE PACK (PVT.) LTD.	FEROZE AHMED	+92215057436	Pakistan	Karachi	✗	57	18-Apr-2006	Details Inquire Now
13	EFROZE	AZIM MIRZA	+922111133733	Pakistan	Karachi	✗	61	18-Apr-2006	Details Inquire Now
14	A H INTERNATIONAL	MUHAMMAD ASAD DADIR	+92432241627	Pakistan	Karachi	✗	68	18-Apr-2006	Details Inquire Now
15	MEDI PAK LTD	KHIZAR ASLAM	+920425116612	Pakistan	Lahore	✗	67	11-Apr-2006	Details Inquire Now
16	TAGMA PHARMA (PVT.) LTD.	HAMEED SHAMI	+92427531114	Pakistan	Lahore	✗	74	11-Apr-2006	Details Inquire Now
17	ETHICAL LABORATORIES (PVT.) LTD.	ABDUL WAHEED SHEIKH	+92427244320	Pakistan	Lahore	✗	66	11-Apr-2006	Details Inquire Now

Facts about Pakistan.....Health Focus

Most precious asset of the world is the human assets who make the world more contented for the well-being of humankind. According to the PPCO 2017 Pakistan is become the 5th populated developing country with the total population of approximately 207.67M in the world. The population of Pakistan⁴ is correspondent to 2.83% of the total population of the world. The health sector is neglected by the government of Pakistan; health conditions are not too good to tackle so much population. It is estimated that a hospital is allocated to 160000 people as an average. Total budget which allocated to the health sector is approximately 1% which is too low as compare to neighboring countries. So according to UN statistics 2023 average life of Pakistani nation is 67.79 years while comparatively developed countries are enjoying 85 years as an average age. Low per capita income is another reason which is much poor and not letting people to get good health facilities. Medicines prices are relatively high as compare to income. Most of the patients are unable to afford the medicine prices this fact is backed by the following evidences.

Callen et al. (2013) Per capita income is one of the criteria to measure how much affordability to purchase things. According to Economic Survey of Pakistan PES⁵ 2022 the average income which is earned by Pakistani individuals is \$1798. According to the World development indicator 2022 the GNI⁶ is \$376.49 billion, to meet the basic needs of life which is very low .Overall growth rate of country contributes much in the economic growth; Pakistan is growing annually 6.0% (PES, 2022). Heerdegen et al. (2022) According to Pakistan Federal Bureau of Statistics there is 22.3% percentage of people not meeting daily food needs and living below national poverty line consequently another wretched situation which shows the unfavorable circumstances of health sector.

Flashing Opportunities

It was March, 2005 when Chaudry Muhammad Imtiaz with his legend companion Mr. Ishfaq Mehr, who has extensive exposure of different national and multinational pharmacy companies launched a minute project of pharmacy in Sundar Industrial Estate⁷ in Lahore. It was a milestone and a mega contribution in making Pakistan self-made in pharmacy products.

Mr. Imtiaz was a very vigilant person being a contractor and marketer of different national and international companies' young entrepreneurs were generating only revenue of Rs. 4 million but eventually this amount rose to Rs. 100 million. It was the return of opportunity recognition and its implementation. National companies have to meet the high quality because it is the survival matter and it helps them in stand with the high competition in global market. Maximum benefits can be yielded by producing low-cost medicines if government subsidies are abeam to the industry. Khan, R., & Huda, F. (2016) This is one of the ways by which industry can progress by leaps and bounds but India and China can give tough time because of their government favorable policies. Nevertheless, it is not the only way; by providing low-cost medicines would not the choice of every customer, the ways are open, study tells us that there are two types of diseases in the world, some are prevailing worldwide and some are confined to the developing countries and so, is the research pattern. WHO report says that western companies spend more on Research and Development (R&D) but major on such diseases which are common both in rich and poor countries like AIDS, Breast Cancer etc. National companies have golden chance to explore those areas of diseases (infectious and childhood diseases etc.) which are typically to developing countries like Pakistan by this way these companies can gain

maximum market share and can survive. Such R&D projects will stimulate new horizons for developing countries particularly in Pakistan in the area of research. Such kinds of research projects can also avail the grants from UNO and WHO to gain the research and development heighten in this sector.

An additional rising concept in pharmaceutical manufacturing specially and overall, in all industries generally is contract manufacturing. Contract manufacturing reduces overall cost because overheads decreases and the cost associated with fixed assets. Since the last few years, the trend is increasing tremendously in whole globe. There is an opportunity for national companies that these can work as subsidiaries of MNC's numerous of have yet to become visible in Pakistan. China is the emerging player in the world economy and is the number 1 largest exporter in the world. China has implemented the strategy to be the business partner of the MNC's and worked as the contract manufacturer for these companies. Our share in the whole China market is 2 percent in spite of this that we are friends but unluckily we cannot capture the market.

Issues and Problems Incubator for Learners

Stakeholders disguises some hidden issues particularly government, it hinders in setting up of new ventures, with the exception of its deceptiveness. Corruption and preferential treatment in government sectors has always laid down business in Pakistan particularly in pharmaceutical sector. Alike to all businesses when Medisave started, it suffered a lot of obstacles from authoritative offices. Mr. Imtiaz wished that he could provide advanced opportunities and meaningful work to the employees and he also wished that he could provide highly quality products to the people which will improve the quality of life and satisfy the customer needs.

When it started incorporation cost very serious and other requirements were high, like there must all setups above exception even those as well which have no direct link with production. Working environments must be lucrative for workers and staff. In sense it seems to be very good but all these things' ads cost to the production which unable to compete in national as well as in international market.

Calamitousness to the situation: all the prices is controlled by ministry, which strictly observes the prices and heavily penalizes to trespassers without any discrimination. Most of the time if raw material prices go up or the FOH⁸ increases no one can increase prices without permission of ministry. Electricity is another tragedy for the Pakistani nation and especially for the industry.

A venture started with capital of Rs. 200 million could capitulate only 20 percent of its capacity with ranging of two hundred to two hundred fifty products range. Eighty percent of its potential is being spoiled due to shortage of labor, raw material and other energy crises. War against terrorism and disfigured image of national brands is another additional factor of miserable conditions, facts can be contradictory (Annexure Table 4).

Annexure Table 4 COMMODITY COMPOSITION OF TRADES, 2004			
Principal Export Products		Principal Import Products	
Textiles (fabrics and yarns)	\$ 6.5 billion	Petroleum products	\$ 3.7 billion
Apparel and clothing	\$ 3.0 billion	Industrial machinery	\$ 1.3 billion
Rice	\$ 682 billion	Organic chemicals	\$ 1.2 billion

Sports goods	\$ 315 billion	Cotton and fibers	\$ 800 billion
Total Exports	\$ 13.4 billion	Total Imports	\$ 17.9 billion
Principal Export Markets		Principal Suppliers of Imports	
United States	\$ 3.1 billion	Saudi Arabia	\$ 2.1 billion
United Arab Emirates	\$ 1.1 billion	United Arab Emirates	\$ 1.8 billion
United Kingdom	\$ 969 billion	United States	\$ 1.7 billion
Germany	\$ 665 billion	China	\$ 1.5 billion
Total Exports	\$ 13.4 billion	Total Imports	\$ 17.9 billion

Source: Worldbank.org/Website/External/Countries/South Asia ext.
UN Comtrade.

Quality of an organization is determined by the quality of management. Medisave always believe in good corporate governance and control which fosters to higher growth and development or the way round. Medisave always deem in impersonal management and proper recruitment process emerge, there is a need to keep employees abreast of modern development. There is a need of and method which ensure right people at right place. The speed at which new technologies updating in HR practices like arranging the training program to empower the workers with new skills. The focus of the company is on the quality of the products which is the mission of the company it is possible when you have trained & skilled staff. Management policies always encourage fresh candidates, some policy makers are in favor of it and few are alongside of it. Medisave consider society as a vital stakeholder of organization and it is responsibility of it to serve it in better way. Being part of medical sector Medisave is fulfilling its responsibility by conducting health forums and free medical camps in rural areas across the boundary. To follow all the rules the regulations inculcated by Finance Ministry and never to by-pass them is basic part of its corporate ethics. Medisave always contracts with approved suppliers and distributors to ensure quality standards. Quality is a buss word now days, it has numerous dimensions. Medisave keep alive its quality with appropriate quality assurance systems. It focuses on in- process checking of material, analytical process, bills warranty, drugs inspection. Mostly drug dealers indulge in licensing (Figure 1) corruption with support of drug mafia and Medisave always condemn it.



FIGURE 1
MEDISAVE PRODUCT GALLERY

Future Prospects

Linking to the establishment, Medisave progressed by leaps and bounds and today it has

got license to export to “Sri Lanka, Vietnam, Kenya, Fiji and Philippine”. It is enjoying revenue of Rs. 100 million. Future has not been fixed at these achievements, Medisave is planning to launch 1st Bio Technical plant in Pakistan which is for the treatment of cancer. It is also planning for next five years to institute Vaccine and Penciling block to realize its dream of continuous growth. Future belongs to them who steps forward with honesty, determination, self-realization and who believe in self-efficacy.

END NOTES

1. Good manufacturing practice
2. Information Medical Statistics: Health statistics which summarize information about health.
3. Multinational Corporation.
4. Pakistan Population Census Organization: This organization was established in 1950.
5. Pakistan Economic Survey.
6. Gross National Income.
7. Sundar Industrial Estate comprising of 1603 acres of land was inaugurated in Feb, 2007 and is a vision turned into reality. It is the first project assigned to PIE & was envisioned to be an ‘island of facilitation in the sea of harassment’ for prospective industrialists. The objective was to develop an industrial estate where issues of industrialists are handled and problems solved through ‘One Window’ operation. There are 92 factories in production (as of April, 2010) and an additional 102 are expected to join in production by December, 2010. SIE is ideally located at approximately 45KM from the centre of Lahore on Sundar Raiwind Road source: <http://www.pie.com.pk>.
8. Factory Overhead.

REFERENCES

- Callen, M., Gulzar, S., Hasanain, A., Khan, A.R., Khan, Y., & Mehmood, M.Z. (2013). Improving public health delivery in Punjab, Pakistan: issues and opportunities. *The Lahore Journal of Economics*, 18, 249.
- Hafeez, U., & Akbar, W. (2015). Impact of training on employees performance (Evidence from pharmaceutical companies in Karachi, Pakistan). *Business Management and Strategy*, 6(1), 49-64.
- Heerdegen, A.C.S., Cellini, C.M., Wirtz, V.J., & Rockers, P.C. (2022). Digital Health Technologies Applied by the Pharmaceutical Industry to Improve Access to Noncommunicable Disease Care in Low-and Middle-Income Countries. *Global Health: Science and Practice*, 10(5).
- Khan, R., & Huda, F. (2016). The impact of strategic management on the performance of health care organizations: A study of three selected tertiary health care center of Karachi, Pakistan. *Arabian Journal of Business and Management Review*, 1(5), 45-58.
- Malik, M.S., & Kanwal, L. (2018). Impact of corporate social responsibility disclosure on financial performance: case study of listed pharmaceutical firms of Pakistan. *Journal of Business Ethics*, 150, 69-78.
- Mitchell, T.R., Holtom, B.C., & Lee, T.W. (2001). How to keep your best employees: Developing an effective retention policy. *Academy of Management Perspectives*, 15(4), 96-108.
- Qureshi, Q.A., Qureshi, N.A., Khan, M.Z., Nawaz, A., & Shah, B. (2014). Issues and Prospects of e-health in Pakistan. *Mediterranean Journal of Medical Sciences*, 1(1), 31-52.

Received: 27-Mar-2023, Manuscript No. jiacs-23-13392; **Editor assigned:** 30-Mar-2023, PreQC No. jiacs-23-13392(PQ); **Reviewed:** 13-Apr-2023, QC No. jiacs-23-13392; **Revised:** 30-Jun-2023, Manuscript No. jiacs-23-13392(R); **Published:** 06-Jul-2023