



**ANALYZING THE FACTORS THAT CONTRIBUTED TO  
THE DECREASE OF REVENUE OF PHARMANIAGA BHD IN  
INDONESIA**

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**PREPARED FOR:  
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FACULTY OF BUSINESS MANAGEMENT  
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MELAKA**

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**Submitted in Partial Fulfillment  
of the Requirement for the  
Bachelor of Business Administration  
(Hons) International Business**

**FACULTY OF BUSINESS MANAGEMENT  
UNIVERSITI TEKNOLOGI MARA  
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**2010**



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**“DECLARATION OF ORIGINAL WORK”**

**I, SITI NADIRAH BT AMINUDDIN, (I/C Number: 871204385090)**

Hereby, declare that,

- This work has not previously been accepted in substance for any degree, locally or overseas and it not being concurrently submitted for this degree or any other degrees
- This project paper is the result of my independent work and investigation, except where otherwise stated.
- All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

## LETTER OF SUBMISSION

3 May 2010

The Head of Program  
Bachelor of Business Administration (Hons) International Business  
Faculty of Business Management  
Universiti Teknologi MARA  
110 Off Jalan Hang Tuah  
75300 Melaka.

Dear Sir,

### **SUBMISSION OF PROJECT PAPER**

Attached is the project titled **“FACTOR ANALYZING THE FACTORS THAT CONTRIBUTED TO THE DECREASE OF REVENUE OF PHARMANIAGA BHD IN INDONESIA”** to fulfill the requirement as needed by the Faculty of Business Management, University Teknologi MARA.

Thank you

Yours sincerely

SITI NADIRAH BT AMINUDDIN  
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## **ABSTRACT**

Unexpected low performance of Pharmaniaga on 2009 did make all of their management unit wonder why it was happened. This situation can be observed through their financial data. The top management was expected that their budget for each year will reach what they had targeted by last year. Surprisingly, what have been targeted are not achieved level that they have expected. Even though Pharmaniaga still recorded high profit for last year in their sales, this giant pharmaceutical company in Malaysia still did not satisfied with their results of sales revenue for last year.

One of the factors that focus by this company is the sales revenue in their subsidiary in Indonesia which is known as PT Millennium Pharmacon International (MPI) shows the big declining in their sales. MPI were having confronted with lots of crisis that labeled this company as one of Pharmaniaga subsidiaries that contributed to the decrease of the sales of Pharmaniaga Bhd as a whole.

However, current economy performance, principal of MPI in Indonesia and competition with local and world giant pharmaceutical company made Pharmaniaga sales unfortunately drop. Due to this circumstances, this issues merit attention from the top management of Pharmaniaga and also all their competitors in Malaysia.

This paper present the factors that contributed to the decreasing of the sales of Pharmaniaga Bhd in Indonesia and determine what the strategies that could be consider in order to overcome the problem and remain successful in future.