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COMPANY ANALYSIS

ZUELLIG PHARMA SDN BHD

TECHNOLOGY ENTREPRENEURSHIP (ENT600): CASE STUDY

FACULTY & PROGRAMME	FACULTY OF APPLIED SCIENCE BACHELOR IN APPLIED CHEMISTRY (AS245)
SEMESTER	5 (MARCH TO JULY 2019)
PROJECT TITLE	CASE STUDY OF ZUELLIG PHARMA SDN BHD
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ANKNOWLEDGEMENT

First and foremost, praises and thanks to the Allah, the Almighty, for His showers of blessings throughout our research for case studies which is one of the requirement that need to be accomplish in the course work assessment for the code ENT 600.

We would like to express our deep and sincere gratitude to our lecturer, Madam Hajah Zanariah binti Zainal Abidin for giving us the opportunity to do this project work and providing invaluable guidance throughout the completion of this report. Her vision, sincerity and motivation have deeply inspired us. She has taught us the methodology to carry out this case study project and to have a good interview session with a company the team chosen. It was a great privilege and honor to work and study under her guidance.

We would like to convey our gratefulness to Ms. Fairuznurfitri binti Jalaini, who one of the staff of Zuellig Pharma Sdn Bhd for her time to have an interview session with us. The team was impressed by her passion through her work experience and how she manage to handle all the problem.

Finally, our thanks go to all the people who have supported us to complete this case studies project directly or indirectly.

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EXECUTIVE SUMMARY

This report is focus on a case study of the company that the team choose which is Zuellig Pharma (M) Sdn Bhd. Zuellig Pharma has been recognized around Asia. Their company is located in Malaysia, Thailand and Singapore. Their strategic business location enable them to connect with their consumers easily. This is one of their marketing strategy in order to expand their business in Pharmaceutical industry. They provide excellent distribution, digital and commercial services to support the growing healthcare needs in this region. They produced medicines and supply medical equipment for customers. The major problem faced by Zuellig Pharma is their production and technology driven as many new medicines required complex process such as “cold chain” or “temperature control” as ~~being said by Miss Fairuz~~. Miss Fairuz noted that Zuellig Pharma (M) Sdn Bhd need to undertake a digital transformation and expansion initiative to propel their company into the digital age. This is because these aspects are crucial to the pharmaceutical industry and healthcare system. From the problems, we acquired three findings, which are technology, understaffing issues and inadequate job skills. As for the technology, we know that advanced in technology increase along with time. The market price for medicines and most of medical equipment are currently high. The team has suggested few ways to overcome this problem. Therefore, the recommendations are the company has to update their current technology with the new and advanced technology in current market; the company has to develop a flexible working schedule and provide performance support technology.

1.0 INTRODUCTION

1.1 Background of the Study

Zuellig Pharma (M) Sdn Bhd is a pharmaceutical manufacturer that wholesales and distributes pharmaceutical and healthcare products. The company offers warehousing, credit and risk management, invoicing, and sales order processing and delivery services. Zuellig Pharma (M) Sdn Bhd operates worldwide. The team would like to study on development of technology in this pharmaceutical company.

1.2 Problem Statement

The team have chosen Zuellig Pharma (M) Sdn Bhd for the case study. Pharmaceutical products are popular among Malaysian. However, Zuellig Pharma (M) Sdn Bhd is rarely heard among the public compared to other pharmaceutical companies such as Pharmaniaga Biomedical Sdn Bhd and Vcare Pharmacy Sdn Bhd. In pharmaceutical industry, there are several important issues or changes that need to be addressed. Generally, the distribution of pharmaceutical products to retailers are very important. This company faced production problems and technology driven as many new medicines required complex process such as "cold chain" or "temperature control" as being said by Miss Fairuz. The failure to do so can impact the efficacy of the drug, resulting in the loss of a shipment and putting patients at risk.

Referring to Miss Fairuz, she said that Zuellig Pharma (M) Sdn Bhd need to undertake a digital transformation and expansion initiative to propel their company into the digital age. This is because these aspects are crucial to the pharmaceutical industry and healthcare system. For their strategy to be successful, it was crucial that their company first create and solidify a firm foundational technology infrastructure and architecture on which to support their ambitions.