



**EXPLORING SUPPLIER SELECTION CRITERIA
FROM THE PERSPECTIVE OF DIFFERENT LEVELS
OF MANAGEMENT**

**A CASE STUDY OF MEDICAL EQUIPMENT
DISTRIBUTION (MED) DEPARTMENT,
PHARMANIAGA BIOMEDICAL SDN BHD.**

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3rd JANUARY 2014

ACKNOWLEDGEMENT

First and foremost, I would like to express my deepest gratitude to Almighty Allah S.W.T. for making it all possible. Alhamdulillah with his guidance and will, I was able to complete this study. Next, I would like to personally acknowledge the following people for their valued help and contributions to the preparation of this report:

Academic advisor, Dr. Akmal Aini Othman, for her never ending support, guidance, patience, and irreplaceable time spent guiding me towards the completion of this report. Thank you for the time spent to advise me in writing my report.

My warmest appreciation and thanks go most to Mr. Wan Mohd Fahimi my supervisor, for co-operation and invaluable insights in relation to the relevant information gathered for this project paper. Not only that, a million thank you for Madam Noorakhma Rohaida, and MED teams for sharing their knowledge and experiences with me during the practical training.

My deepest appreciation to Puan Jaslin, she always sacrifices her weekends and doing consultation through the Facebook and always remind us about the deadline for this the research. My beloved family, friends and course mates, for their helpful suggestions, advices and moral support throughout the time of completing my industrial training and report paper.

Generally speaking, thank you to those who have helped me either directly or indirectly, throughout the completion of my industrial training and this report. It would not have been possible without them.

TABLE OF CONTENT

CONTENT	PAGE
DECLARATION OF ORIGINAL WORK	i
LETTER OF TRANSMITAL	ii
ACKNOWLEDGEMENT	iii
TABLE OF CONTENT	iv
LIST OF TABLE	viii
LIST OF TABLE	viii
ABSTRACT	ix
CHAPTER 1.0 – INTRODUCTION	
1.1 BACKGROUND OF THE COMPANY	1
1.1.1 PHARMANIAGA BIOMEDICAL SDN BHD	2
1.1.1.1 Medical Equipment Distribution	3
1.2 BACKGROUND OF STUDY	4
1.3 SWOT	6
1.3.1 Strength	6
1.3.1 Weaknesses	7
1.3.1 Opportunity	7
1.3.1 Threat	8
1.4 ISSUE AND PROBLEM STATEMENT	9
1.5 RESEARCH OBJECTIVES	11
1.6 RESEARCH QUESTIONS	11
1.7 SIGNIFICANCE OF THE STUDY	11
1.8 SCOPE AND LIMITATIONS	12
1.9 DEFINITION OF TERMS	13

LIST OF FIGURE

- Figure 1** : Pharmaniaga Core Business
- Figure 2** : MED Department Organizational Chart
- Figure 3** : MED Sales 2013

LIST OF TABLE

- Table 1** : Malaysian Medical Devices Sales Indicator, 2007-2015 (USD Billions)
- Table 2** : List of Respondents
- Table 3** : Summary of Findings
- Table 4** : Summary of the interviews
- Table 5** : Gap Analysis to explore key factors required in supplier selection by the MED Department from the perspective of different levels of management
- Table 6** : Gap Analysis to recognize the most influential criteria that effect on supplier selection by the MED Department from the perspective of different management

ABSTRACT

The global environment is forcing companies to take almost everything into consideration. One of the critical issues that frequently call for attention is supplier selection criteria. In relations with that, this study focus is given to the most growing and promising department which is MED Department. Recent observation shows that MED Department struggled with a few crucial issues related to their suppliers and apparently these leads to inefficiency in their operations. Therefore, this study aims to explore the critical criteria that play a significant role in choosing the right suppliers and to recognize the most influential criteria that effect on supplier selection by the MED Department from the perspective of different levels of management. The result of this study would be obtained through the interview with the five respondents in MED Department and they are from different levels of management, three from lower levels of management and each from top levels and middle levels of management. The result of the research point out there is *the nine criteria* in supplier selection, product quality, price, delivery, supplier's profile, after sales service, warranty, technology, competitors and regulatory compliance. Researcher recognized the levels of management in MED Department's emphasis in two different criteria, product quality by top level managers and lower level managers and price by middle level managers. The result from this study is expected to assist the researcher in deriving a better understanding of the activities that are undertaken by MED Department and how the way these activities are being dealt with.