

# Corporate Profile



## PC Pharma (Pvt) Ltd

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We are PC Pharma (Pvt) Ltd, (PC PPL) incorporated as a fully fledged subsidiary of PC House Pvt Ltd which is the current leading innovative IT solutions provider in Sri Lanka. You may visit [www.pchouse.lk](http://www.pchouse.lk) for further information on the flagship company of the group.

The company's success in the local market has paved the way for an elaborate expansion plan that is scheduled to launch the group in several concentric and conglomerate markets including the growing pharmaceuticals, automobile and real estate markets in Sri Lanka.

PC PPL, represents the Drugs/Devices/Neutraceutical markets in Sri Lanka and its portfolio encompasses both western and non western (herbal, ayurvedic) products/formulations sourced from suppliers across the globe.

PC PPL's competitive strengths among others lie in its key attributes of financial stability, marketing skill/competencies/knowledge and superior net working arrangements with key stakeholder communities within and outside the industry.

The company takes pride in employing experienced and professionally qualified marketers and support personnel to represent, design customer value and create strong brand equity. The senior management comprises managers with over 15 years of experience in the Pharmaceutical trade having wide exposure in both domestic and multinational organizations of repute.

A predominantly market oriented culture ensures that meeting customer satisfaction remains the focus of all the organization's offerings. Well trained, dedicated and empowered promotional field teams market the company's product portfolio through out the Island including the troubled North and East regions.

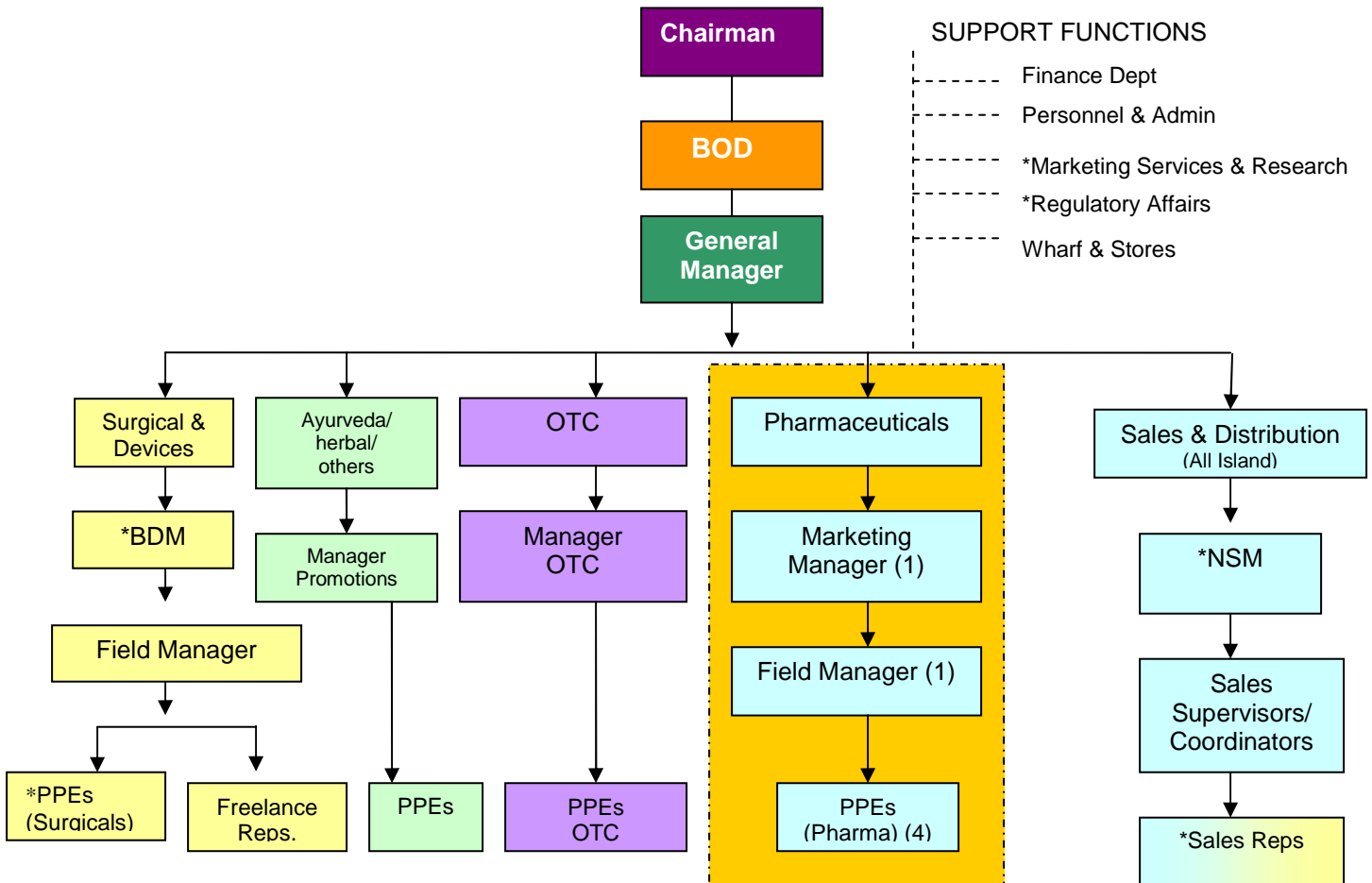
We believe that in order to provide the best service standards to our valued customers and satisfaction to our principals, a consolidated effort on a focused portfolio is key. In keeping with this ideal PC PPL concentrates and represents a few global suppliers of standing and is determined to maintain this plan in the future.

**Promoting health.....Celebrating life !**

### ***Our Mission***

- To assume responsibility for the marketing of efficient and effective health products and value added services preserving corporate integrity, long term independence and concern for people.
- To provide quality, innovative solutions that support better health and improved quality of life
- To be consistently oriented towards the needs of our customers and business partners, providing superior benefits and creating value that exceeds all our Stakeholder expectations.
- To maintain a corporate culture that encourages professionalism and ethical business practice.
- To take pride in the achievements and dedication of our employees, who are the pillars of the company's continued success.

**PC PPL'S KEY STRATEGIC BUSINESS AREAS AND BASIC STRUCTURE**



\*BDM = Business Development Manager

\*NSM = National Sales Manager

\*B/Manager = Brand Manager

\*PPE = Product Promotions Executive

= Sales representatives attached to the Devices/OTC/ Pharmaceuticals divisions

= Make up of a single SBU (each principal's products are considered to be a single SBU functioning and managed independently)

### ***\*Marketing Services division***

The efficient and effective back office marketing and associated functions integration and coordination are managed by this division under professional supervision. Principal coordination, indenting and customer care and information services are among the wide variety of services handled in the division.

### ***\*Regulatory Affairs Division***

Company and product registrations with the CDDA are attended to by this division under the supervision of a qualified and licensed pharmacist. Preliminary evaluation of dossiers and guidance to ensure early registrations of products are some of the value additions of the division.

### **Opportunities we represent...**

- ✓ To join hands with a resourceful partner in Sri Lanka
- ✓ To enter a rapidly growing Pharmaceutical market
- ✓ To cater for both the **private** and **public** sector markets in Sri Lanka through a single dynamic agent.

### **Main features of the field promotions operation and structure**

- Each principal's product range would be considered a separate strategic business unit (SBU) and would be managed and promoted by an independent promotional team.
- Each team would be managed by the "team manager" and supervised by an experienced and dynamic Field Manager.
- Each promotional team would be responsible for the achievement of the targets set and would be providing market information which would enable the supplier to assist in the further development of business.
- The Marketing Manager would be providing support and guidance to the field personnel ensuring that the planned marketing strategies are implemented successfully.
- All promotional personnel are subject to a comprehensive training programme that covers key content including
  - ✘ Product and market knowledge
  - ✘ New trends in marketing and sales in and outside the industry
  - ✘ Customer and competitor knowledge
  - ✘ Selling and interpersonal skills
  - ✘ Customer relationship building skills
  - ✘ Social responsibility and ethical practice

Promotional personnel are educated on the promotional strategies to be included and are provided with a detailed promotional plan, product wise target plan and product detailing stories.

**Pharma Distribution**

The National Sales Manager supported by sales supervisors, over looks and ensures the efficiency of nation wide sales and distribution.

The entire Island is divided into 9 geographical areas for distribution

	Geographical area
1	Colombo City - Areas 1to 15
2	Colombo suburbs
3	North east
4	North west
5	South
6	Deep south
7	Uva province
8	Kandy
9	Up country



**Main features related to channel management**

- Extended credit facilities and above average distributor margins contribute towards high distributor loyalty and sales commitment.
- The company’s own distributor net work (direct) covers 1700 chemists, supermarkets and stocking doctors.
- Effective coordination between promotional personnel and sales/distribution teams results in greater productivity.

## **Performance monitoring/feedback and control**

All sales and related transactions are processed by an advanced customer designed software programme (by Flexiv) which enables the following analyses.

- ✘ Product/area/team wise secondary sales analysis
- ✘ Achievement of sales targets.
- ✘ Effectiveness of promotional campaigns held
- ✘ Effectiveness of resource allocation of marketing activity
- ✘ Sales/expenses analyses

### *Other areas monitored*

- ✘ Meetings with listed doctors
- ✘ Whether the right product has been promoted to the right doctor
- ✘ Daily personal order booking (POB)
- ✘ Conformity with tour programmes set
- ✘ Whether marketing strategies were implemented efficiently

## **Tender Business**

We have developed a strong relationship with the State Pharmaceutical Corporation that is responsible for all public health sector tenders in the country. We participate in any tender applicable on behalf of our Principals.

## **Networking and relationship marketing**

PC PPL nurtures and maintains strong relationships with the following agencies

- ✘ Cosmetic Devices and Drug Regulatory Authority (CDDA)
- ✘ The Ministry of Health
- ✘ The Medical Supplies Division (MSD)
- ✘ The State Pharmaceuticals Corporation (SPC)
- ✘ Key Medical Professionals/Opinion Leaders
- ✘ Large purchasing institutions. (Army, Navy, Air force)
- ✘ Chemists and key distributors

## **Registration Process**

Suppliers of Pharmaceuticals have to be registered with the CDDA, (Cosmetic, Devices and Drug Authority) the arm of the Sri Lanka Health Ministry responsible for all registrations and import procedures related to the industry. Subsequent to registering the manufacture's company, each of the products to be imported must be registered by compiling a product registration dossier

according to the guidelines provided by the CDDA. (This format/guidelines could be forwarded to you in due course)

This process would take between 6-8 months. However there are means of expediting the process such as providing an error/omissions free dossier for evaluation. Our experienced regulatory affairs executives would provide you with the necessary support to ensure this end.

*The fees payable for registration are as follows.*

First time registration of a product (registration in Sri Lanka for the first time)	USD 150
Re-registration (products would have to be re-registered on an annual basis or registered every 5 years. This depends on the status of registration)	USD 50
New product molecule registration	USD 250

(\*Rate of conversion USD 1=SLRs. 100)

#### ***Companies we represent currently***

- T.Man Pharma Limited Partnership - Bangkok, Thailand
- Square Pharmaceuticals Ltd - Bangladesh
- Asia Connection Co. Ltd - Taipei County – Taiwan
- Beacons Pharmaceuticals Pte Ltd. - Singapore
- i-dreamz Health care – Bangalore – India
- Pt. Novell Pharmaceuticals Laboratories - Indonesia
- Ouyi Pharma Co. Ltd – China
- Aurochem Pharmaceuticals (Pvt) Ltd – India
- Pietrasanta Pharma S.P.A. – Italy
- Indchemie Health Specialties Pvt Ltd – India
- Anji Sunlight Medical Products Co. Ltd – China