

INSTITUTE OF HUMAN RESOURCE ADVANCEMENT

University of Colombo

HIGHER DIPLOMA IN SERVICE MANAGEMENT

HDSM 2005 – Executive Report

FACTOR AFFECTING CUSTOMER LOYALTY IN ABC

PHARMACEUTICALS CORPORATION

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INDRODUCTION

A committee headed by Professor Senaka Bibile was appointed by the then government to control drug trafficking at a time when drug trafficking was at its peak. Professor Senaka Bibile, who did not stop at presenting the theoretical facts about what should be done, tried to implement the proposed solutions. Consequently, on 22 September 1971, No. 10 of 1957 Under the State Industrial Corporation Act, Sri Ceylon State Medicines Legalized Corporation was established. Its first The chairman was Professor Senaka Bibile. He was Peradeniya at that time He held the position of professor of pharmacology in the university. In 1972 Orders sent to foreigners for importation of private sector medicines After checking the papers, the private sector had full rights Professor Senaka Bibile arranged to take over the corporation. of the country Improper flow of foreign exchange abroad, sale of drugs in Sri Lanka, Non-checking of the quality of medicines was the primary problem that caught his attention is In 1970, due to the efforts and interest of Professor Senaka Bibile 4000 types of medicines imported by the private sector will be limited to 2100 And after the establishment of the ABC Pharmaceuticals Statutory Corporation To reduce to nearly 600 medicines by name passed Drugs After the establishment of the State Drug Regulatory Corporation in 1971 Full power of import and export was vested in the Corporation. But with the introduction of the open economic model in 1977, the state-owned drug corporation also had to import and distribute drugs in competition with the private sector. The ABC Pharmaceuticals Corporation supplies all the necessary medicines and surgical equipment to the government hospitals. It also supplies the market with more than 600 basic medicines needed to prevent all diseases needed for a healthy country. As the ABC Pharmaceuticals Corporation has a island-wide distribution network, pharmaceuticals corporation

Medicines are available in all parts of Sri Lanka. This distribution network consists of ABC pharmacy distribution agent's representative pharmacies and authorized dealers. The ABC Pharmaceutical Corporation has a quality assurance laboratory of international standards equipped with modern equipment. The ABC Pharmaceutical Corporation hands over the medicines to the customer after checking their condition four times.

That is,

1. Tender acceptance test

2. Inspection before bulk shipment

3. Inspection after receipt of stock

4. Post-marketing inspection

The State Drug Regulatory Corporation participates in clinical programs to educate doctors and publishes and distributes a medical magazine called **The Sri Lanka prescribe** containing current medical information. In order to overcome the shortage of pharmacists in Sri Lanka, pharmacists are trained in the state pharmacies by the State Medicines Legal Corporation

By the State Drug Regulatory Corporation,

1) Not to import unnecessary medicines into the country except essential medicines for import.

2) Not using drugs by trade names except by medicinal names.

3) Import and distribution of medicines through a worldwide tender procedure.

4) Pharmaceutical manufacturing in Sri Lanka

5) Establishment of technically sophisticated laboratories for quality control of medicines.

6) Making it the government's responsibility to accurately communicate knowledge and information about medicines to medical professionals and the public. This objective will be achieved by printing and distributing free of charge the quarterly health magazine Vas Prescriber.

7) Revision of patent laws on medicines etc. are the main tasks. The ABC Pharmaceutical Corporation distributes medicines to the government and the private sector, including the government drug distribution warehouse.

This includes pharmaceutical laboratory equipment, surgical

Equipment and chemicals. At present, the ABC Pharmaceutical Legal Corporation distributes nearly 2000 medicines at low prices across Sri Lanka covering all medicines.

- Other than that,
- Jeevane, Glucose, Benzyl Benzoate Cream, Manufacture and Sale
- Providing laboratory and medical testing facilities
- Supply of medicines and surgical instruments to the open market
- Imports, buys, sells, distribute etc. health safety items.

- The State Medicines Regulatory Corporation is the only agency that conducts quality checks on imported drugs.

Currently, 51 state pharmacies, 112 representative pharmacies, 51 distributors and 11 authorized Retailers are spread across Sri Lanka. It is a specialty to provide services by a service panel consisting of qualified pharmacists in every government pharmacy and to issue prescriptions under the supervision of at least two pharmacists. In addition to this, providing perfect training to practicing pharmacists, preparing and providing specially formulated drug powders for small children that cannot be obtained from other private pharmacies or government hospitals, and preparing various types of creams for skin diseases and infections are special services provided only in a government pharmacy.

By keeping Colombo 7 Pharmacy and Jayewardenepura Pharmacy open 24 hours a day, the customer has been given the ability to get medicines in case of emergency.

On 22 September 1971, the ABC Corporation was established by a Gazette Notification under the State Industrial Corporation Act No. 10 of 1957. Professor Senaka Bibile was the founder of Sri Lanka's drug policy formulation and establishment of a legalized drug corporation. In addition to the supply for the government's medical supply sector, the ABC maintains 30 pharmacies throughout the island, and distribution is done by 36 agents. The corporation also undertakes the task of providing good quality and safe medicines at reasonable prices to the people in all parts of the island through the distribution network of 35 chartered shops and 8 authorized traders. It is also engaged in maintaining the stability of pharmaceutical market prices by competing with many powerful companies in the private sector.

The pharmaceutical industry is also considered one of the largest businesses in the world. There are several names for any drug. One of them is the pharmaceutical name or standard official name of the medicine. It is the name recognized by the United Nations International Organization. Any other name related to that drug is the name given by the companies that manufacture that drug.

(Professor Colvin R de Silva - 1978)

People seek the help of medicines to protect their health and save their lives. Therefore, medicine has become very close and valuable to man. Nowadays, it is almost impossible to find a person who has not used drugs. Humans are suffering

from non-communicable diseases faster than communicable diseases due to the wrong lifestyle created by the current social and economic environment.

With the increasing demand for medicines, pharmaceutical companies are producing the same medicine under different brand names and releasing it in the pharmaceutical market. With this, the pharmaceutical industry is currently one of the most profitable businesses has been appointed and they are invading the market by adopting various marketing promotion methods to popularize their brands. Pharmaceutical companies set the price of drugs as they see fit. Accordingly, the same drug can be sold at different prices in the drug market.

Any person who is willing to receive the service provided by the organization or who visits the place where the service is provided can be called a customer. In the study of consumer behavior, a consumer follows several steps in making his purchase decision / service an ailment decision. Accordingly, consumer behavior is different. Their opinions also change frequently. Customer stays with the service provider only if they are satisfied with the service. But they stay because they perceive even better service in terms of the whole service process, not individual parts. Because of this, it is not an easy task to retain a customer in one's company for a long time over other competing companies. It is not possible to buy medicines according to the money available to the customer. It is also necessary to buy brand name medicines approved by the doctor.

There, Sri Lanka State Legalized Medicines Corporation gives priority to providing quality medicines to the customers at affordable prices. Here, the current state of government pharmacies, which were started to provide a large service to the customers, and the study of the customers' attitudes towards the government pharmacy are examined.