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BENCHMARKING IN NIGERIA INDIGENOUS PHARMACEUTICAL INDUSTRY

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ABSTRACT

Most pharmaceutical firms in Nigeria operating within their sphere seem to be stable of that level. They may be surviving with the host environment because of the peculiarity of their product and its uniqueness of rendering health services based on the expert knowledge of the effects of drugs on human life.

The product drug, patient and the pharmacist are the most important to the industry. The choice of the pharmacist to produce distribute sell and dispense low or high quality drug to remain in operation maybe as a result of competitive fear, organisational conservatism and lack of resources; human and financial. So the failure of the patient to rely on the efficacy of the drug will doubt the performance of the pharmacist and his drugs.

However, it is clear that lack of competition among pharma-firms brings about low quality product, services and lack of organisational growth. Competition among pharma-firms is usually carried out through comparison, that is, the evaluation of a firms production, personnel and research processes with those that have attained best practices with a view to ascertain performance gap and establish a way of closing gap in order to improve. This improvement will lead to competitive edge and superiority. Attainment of competitive edge and superiority requires

employment of best practices through comparison in the area of product, process, personnel and research, which will result in the product of quality and standard product and service. This is what benchmarking is all about.

Therefore the need for firm to carryout benchmarking among themselves for improvement makes the study inevitable especially in Nigerian indigenous pharmaceutical industry.

In carrying out this research the researcher has to state clearly the definition and meaning of benchmarking in chapter one of this work.

Chapter two will take a look at the historical background and the concepts of benchmarking including the study of relevant existing aspect of the technique.

Chapter three and four is to deal with the method of data collection and analysis.

Finally, the researcher will make his findings known, and from there make recommendations and draw his conclusion.