

SUCCESS MANTRA FOR PHARMACEUTICALS



Quality and productivity is the two different side of a same coin. We can't able to separate any of them from each other. Either companies focus on high quality where less productivity or high productivity where low Quality. These policies and priorities always define by senior management or core committee member of the organization. It is a well-known fact that without quality, only productivity will not serve the purpose in longer run of an organization. Even loss of productivity will make organization financially imbalance, as part of side effect job loss or company shut down is very common consequences.

If we compare Pharmaceutical industries with human body where every individual body part plays important part to keep human life healthy. In the figure 1, I have indicated all major functions of industry. Where I have consider Quality as human brain, as brain helps for analysing every decision. Production contains a major part of body including chest to stomach, which consists very important elements to run entire body. So, it's very important for all associate functions to support production for better productivity and running a healthy industry.

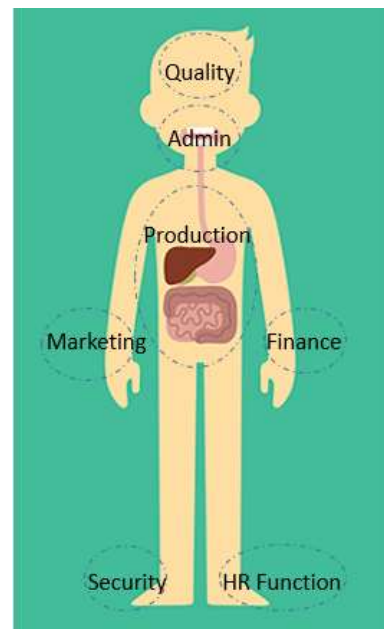


Figure 1: Pharma function

Cost estimation, Wrong project selection, Change of plan in-between are the major contributing factor for down fall. Most of the project not able to close within estimated timelines, otherwise to close the activity within time short cut is applied. Apart from that selection of equipment or production machinery play vital part because their breakdown and maintenance difficulties plays a vital role in long run. Here important is availability of trained and skilled operators. OEM (Original equipment manufacturer) support also play important role in case of any major difficulties observed. Remember purchasing an equipment is one time activity but OEM support requirements is life time activity.

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Don't compromise during selection or right machineries, it will impact your productivity directly.



Figure 2: Loos the race if quality and productivity not support each other

For any pharmaceutical company it is very important to choose correct product. Investing time to develop a product and suddenly change the plan for another, will impact financially to company very hard.

Initial investment is very high for a pharmaceutical facility and running cost without profit is very painful. Particularly if we talk about sterile facility then major contributing factor are clean utility running cost, facility maintenance cost and cost of poor quality. Compliance cost is very high as sterility failure can impact your patient directly and it will abolish your market reputation. From the day of investing in new project you should calculate your last day of loss. Don't wait for

major country approval like US and Europe. Start your business from any country which takes minimum time for approval. Because purpose is how fast you can earn profit from your business.



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